PRINTERS

S'

A IOURNAL FOR ADVERTISERS

VOL. CLXIX, No. 4

NEW YORK, OCTOBER 25, 1934

10c A COPY



"STUDY THE PAST IF YOU WOULD DIVINE

THE FUTURE"

CONFUCIUS

Ant is resurgent. At intervals, like a great tide, some old delightful form, slumbering in the deeps of the past, wells up and sweeps forward to inundate the coasts of modern thinking.

Such a tide is now running. The

classic forms of Ancient Greece, and the serene colors of the age-old art of China have risen as a wave, and overflowed the shores of present-day decoration.

Orinoka Mills has deftly caught this influence, and presents it to American women in a grouping of exquisite and unusual draperies. New motifs from France, Italy and Spain complete an assortment that permits wide variety to individual expression.

But, such patterns would be valueless were it not that Orinoka is master of the companion art of dyeing—colors that are fadeless—enduring beauty guaranteed—putting into every woman's hands the sureness of the connoisseur.

This Fall's campaign marks the twenty-third consecutive year that we have assisted Orinoka Mills in acquainting its friends with the new and the authentic in drapery stuffs and designs.

N. W. AYER & SON, INC.

Advertising Headquarters • Washington Square, Philadelphia
New York • Boston • Chicago • San Francisco • Detroit
London • Montreal • Buenos Aires • São Paulo



What 42 Iowa Retailers told staff writer Cliff Millen

CLIFF MILLEN, Des Moines Register and Tribune staff writer, went to 8 Iowa trading centers last week and asked 42 representative retailers about business. Here's what they told him:

- Every store is doing more business than this time last year.
- Business first 9 months, 1934, up 10% to 30% over same period 1933.
- September, 1934, business jumped 15% to 60% over September last year.
- 4. Practically all retailers said customers are buying qual-

ity merchandise, \$35 to \$40 suits instead of \$18.50 to \$20 suits. Same in other lines.

5. Chief reasons for spirited business comeback are: a) soaring farm prices which this year will push Iowa farm income to about 350 million dollars, an increase of 34 millions over last year's income, 65 millions over 1932; b) government corn loans, and corn hog benefit cash.

Iowa today is the nation's brightest business spot. Your quickest and most inexpensive way to reach the able-to-buy Iowa families is through The Des Moines Register and Tribune's quarter million circulation.

DES MOINES REGISTER AND TRIBUNE

Quarter Million Circulation IMA invo a sing shot fi That i of alu of th Ameri

One remark before pany a it inter to this Roy compa

tion as

chapte

Edd additio pretty He enough on the of proper

Most that ra talked cial int as well

other i

For try ha prices. years s have a stabiliz Some

ently b been f after to ecutive they th

Vol. CLXI

10

09

d

1)

h

ra

50

ie 's

8,

h.

st

28

11

71

PRINTERS' INK

NEW YORK, OCTOBER 25, 1934

This Week

IMAGINE a month-long strike, involving 8,500 workers, with not a single glass broken, not a single shot fired and not a head cracked. That is a description of the strike of aluminum workers in six plants of the Aluminum Company of America.

One of the main reasons for this remarkable record is the fact that before the strike started the company advertised to its workers what it intended to do and then lived up

to this advertising.

Roy A. Hunt, president of the company, tells how his organization approached the strike in a new way. He writes an important chapter in modern industrial relations.

Eddie Cantor is a comedian. In addition to that he happens to be a pretty shrewd business man.

He has been on the air long

He has been on the air long enough to have some unusual ideas on the use of big names, the length of programs, the best type of commercial credits and a number of other important phases of radio advertising.

Most of all, however, he thinks that radio needs showmen. He has talked frankly in an article of special interest to all users of the air

as well as listeners.

For many years the drug industry has been a hot-bed of cut prices. Within the last couple of years some leaders in this industry have attempted to work out price stabilization plans within the law.

Some of these plans have apparently been successful—others have been failures. Andrew M. Howe, after talking with a number of executives in the industry, tells why they think that most of the pres-

ent plans will fail ultimately. He gives seven good reasons.

In a future issue Mr. Howe will tell about some of the plans which have been successful.

Audit Bureau of Circulations celebrates its twentieth birthday by putting on a few extra flourishes at its Chicago convention. Other features of A. B. C. Week were conventions of the Outdoor Advertising Association, the Newspaper Advertising Executives' Association, Major Market Newspapers, Inc., and the Agricultural Publishers' Association.

Manufactured products resist classification. For example, what is a staple, and what is a specialty? Consider paint. Paint used to be a staple. But to move the merchandise, the American Asphalt Paint Company decided to look upon paint as a specialty, and to sell it by specialty methods. The plan and its results are described by the company's president, Grover M. Hermann.

About a year ago PRINTERS' INK published a list of the eighteen best books on advertising chosen by its readers.

Now another list is being built, this time of the fifteen books not about advertising which should be read by advertising men. Every reader is asked to send in his list.

Among those companies in the building field that are tying-up with the Housing Act is the Barrett Company.

The company recently sent out the first mailing piece to 30,000 of its customers and prospects—

Vol. CLXIX, No. 4. Weekly. Printers' Ink Pub. Cn., 185 Madison Ave., N. Y. Subscription \$3 a year, U. S. Entered as second-class matter, June 29, 1898, at post office, N. Y., under the Act of March 3, 1879.

this is only the beginning of a concentrated drive.

Whispering campaigns seem to be an organized industry. At least that is Houser what Lionel New Worldof the York Telegram found out after an investigation. He tells how the whisperers go about in street cars, hotels, and in other places where large numbers of the public gather, spreading their propaganda for or against various companies.

Their work has become so widespread that several companies have had to spend thousands of dollars to counteract the effort of the whisperers.

The Consumers' Advisory Board has been trying to work out with the canners a system of grade labeling. Recently the Board got out a report advocating the Canadian system. Last week the canners came back with a report in which they pointed out various weak-

nesses of the Canadian system and, incidentally, some of the weak-nesses of the Board.

Is the number of stockholders that a company has significant? The answer is, probably not.

A compilation of the number of stockholders in fifty leading companies shows that it has remained fairly stable over the last four years.

The figures are interesting particularly as they indicate the wide distribution of stock of certain corporations and that there has been no marked trend in increased numbers of stockholders.

Recently in PRINTERS' INK Paul B. West, managing director, Association of National Advertisers, suggested a Central Censorship Authority to clean up advertising. This week a number of leaders in the field of advertising comment frankly on Mr. West's plan.

CONTENTS

Open Labor Policy	Mail Campaign in Step with Housing Act
Radio Needs Showmen	Whispering Campaigns
Price Stabilization25 Andrew M. Howe	No Liquor Ads on Posters81
A. B. C. Looks Ahead37	To Clean Up Advertising86
P. H. ERBES, JR.	Red, White and Blue93 MARCO MORROW
National Brands Help Chain Build Sales	An Age of Change97
Staples Become Specialties47 GROVER M. HERMANN	Counting Stockholders 100
Plan Newspaper Studies 54	Canners and Standards102
THE COUNTY OF THE PART AND ADDRESS.	Inland Charts Action on Local
Another Two-Foot Shelf 60	Rate Dilemma112
Houseful of Time Zones62	Editorials114
Copy Themes in Coupons67 WILLIAM T. LAING	The Little Schoolmaster's Class- room

Rhode Island stands 6th among states in

Per capita
RETAIL SALES

DURING the first seven months of 1934 Rhode Islanders put \$113,064,000 into the purchase of retail commodities. This amount exceeded the same period of 1933 by \$10,657,000, an increase of 10.4 per cent. Per capita retail sales for the same period amounted to \$162...a figure exceeded by only five other states.

Sell Where People Buy

With a population of 14,188 to the square mile, Providence is a compact major market . . . New England's Second Largest. A market in which your selling problems become greatly simplified by advertising to these Rhode Island consumers through the columns of Rhode Island's leading newspapers.

Providence Journal & Bulletin

C. H. EDDY Company, Boston, New York, Chicago

, 1934 and, weak-

lders cant?

er of mpaained four

parwide corbeen num-

Paul Asisers, rship sing. rs in ment

h ..72

. .86

. . 97

. 102

.112

118

118

du

rec

a sl

ask

the exp ploy

pan

a pa

big coul tate

I

was

will

you'

beca

our mod

urge

adv

some

dem

Payroll Gains in Milwaukee DOUBLE the U. S. average

FACTORY payrolls in Milwaukee—exceeded in dollar volume by only five cities in the nation—increased 27 per cent from August 1933 to August 1934. The gain for the United States was 9.5 per cent.* Compared to August 1932, factory payrolls increased 120 per cent in Milwaukee and 53 per cent in the United States.

If you are picking markets where spending power is climbing most rapidly to "good time" levels, Milwaukee should be at the top of your list. One paper is all you need to sell the Milwaukee-Wisconsin market thoroughly.

* U. S. figures from the "Survey of Current Business", monthly bulletin of the Department of Commerce. Milwaukee figures from "Wisconsin Labor Markets", bulletin of the Industrial Commission of Wisconsin.

THE MILWAUKEE JOURNAL

Open Labor Policy

Strike Settled by Company "Advertising Intention" and Living Up to Advertising

An interview by S. C. Lambert with

Roy A. Hunt

President, Aluminum Company of America

THINK of a strike lasting nearly a month, involving 8,500 industrial workers, with not a single pane of glass broken! Not a shot fired. Not a head cracked. Plants picketed all during the strike, yet a couple of bloody noses represented the sum total of violence. Nearly a month of negotiations, with no recriminations on either side, public or private.

This is indeed something new in strikes. And it is, in brief, the story of the strike of aluminum workers, involving six

plants of the Aluminum Company of America, which ended peacefully a short time since.

"How do you explain it?" I asked Roy A. Hunt, president of the Aluminum Company. I rather expected to hear an outburst of employer righteousness about the company being "in the right" and forcing its will on its workers; or else a panegyric along the lines of "one big happy family" that simply couldn't disagree—except when agitated by "outsiders."

I heard neither. I was not prepared for what he did say, but I was greatly interested, as I believe the readers of PRINTERS' INK

"You are an advertising man and you'll understand what I mean when I say that I think it was because we advertised our intentions—and then tried to live up to our advertising," said Mr. Hunt modestly

"Please expand on that," I urged. "What do you mean by 'advertised your intentions'?"

"Well, our workers presented some demands and told us they were going to strike if they were not granted. We considered the demands, not in the light of bitter dissatisfaction or antagonism, for we knew there had been nothing in our treatment of them that would warrant bitterness. Rather, we looked upon the outbreak as part of the nation-wide wave of strikes arising out of the dissatisfaction with the country's progress out of the depression, coupled with the organizing activities of the various unions. We felt sure the strike would presently settle itself, and that we would all be sorry if we had thrown bricks at each other, either literally or figuratively. We intended, for our part, not to attempt to operate our plants. To do so would lead to friction. And we intended to treat our workers as the decent, law-abiding, selfrespecting citizens we knew them to be. But we knew that it wasn't enough to have made these two decisions; they would have to be advertised, as you would put it."

"How did you go about doing that?"

"The first thing we did was to tell the newspaper men that we did not intend to open our plants," explained Mr. Hunt. "That fact was promptly published. The job of getting across our friendly atti-

the just ited

ded

gust it in

ites. ling

me"

o of

hly.

AL

Advertising and Marketing Counsel

.. Product research, on-the-ground study of markets and merchandising, and complete advertising service in newspapers, magazines, radio, and outdoor . . . The J. Walter Thompson Company is an organization of approximately one thousand people, located in twenty-one offices in the market centers of the world.



THE HAGUE
BUCHAREST
-
BUENOS AIRES
SAO PAULO
CAPETOWN
JOHANNESBURG
•
BOMBAY
SYDNEY
LATIN-AMERICAN
& FAR EASTERN

J. WALTER THOMPSON COMPANY

DIVISION

ANTWERP

tude was more of a problem, After thinking it over, we came to the conclusion that we would tell our plant managers just how we expected the strike to work out, and the attitude we wanted them to take toward it, and toward the strikers. And then we decided to publish this statement in our com-

pany newspaper which goes to You our men. might say we advertised our expectations as well as our intentions".

"May I have a copy of the statement?" I asked.

Mr. Hunt passed a copy of the company newspaper, "The Alcoa News," across the desk. On the front page, unobtru-sively set in a two-column panel, was a message which is quoted Blank & Stoller here in full because it is a

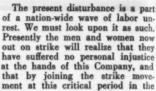
really remarkable "advertisement" by a great corporation to its workers. It helps to explain the opening paragraph of this interview:

A LETTER FROM OUR PRESIDENT August 15, 1934.

TO THE EXECUTIVES OF ALL PLANTS WHERE A STRIKE IS IN EFFECT:

During the time some of our men and women are on strike you are asked to remember that they are friends and fellow-workers of many years' standing. You are expected to be firm in preserving order and protecting life and property, but at the same time you are asked to be courteous and considerate in all of your contacts and dealings, both inside and outside the plant.

As soon as the present strike fever has died down we shall allmen and management-want to go on working together in the same co-operative spirit which has built this industry over the years.



country's progress out of the depression thev are only slowing up recovery for themselves a n d for thousands of their fellow workers in the many industries in which aluminum is used.

So I bespeak your co-operation in meeting every situation with unfailing cour-tesy and human consideration. In short, strive "carry on" during this trying period in the friendly same spirit which prevails when our plants are run-ROY A. HUNT.



Roy A. Hunt

ning.

"That tells what we expected to happen," said Mr. Hunt simply. "And that is what happened. But." he continued, "it takes two to avoid an argument, as well as to make one. Unless our workers and their representatives had been the sensible, friendly sort it wouldn't have worked out so well."

"But it took more than this statement to settle the strike," I said:

"Oh, yes. That was just a sort of background advertisement of our feelings and expectations. But when it came to the actual negotiations we followed the same plan. At the outset we advertised our intentions. I. W. Wilson, our vicepresident in charge of operations, who headed up the company's committee, frankly stated just what we were willing to do, and what the (Continued on page 106)

Remember This

In Retail Advertising, General Advertising, Display Advertising, Automotive Advertising, Financial Advertising, Department Store Advertising, Total Advertising The Sun led all New York evening newspapers during the first nine months of 1934, as it has for many years back. . . . Remember this when you plan your New York schedule.

The





NEW YORK

on the ogress dethey owing for n d ls of low the stries lumispeak ration every with

, 1934

r unsuch. now they ustice and move-

uman
In
to
durrying
the
endly
prerunNT.

our-

ed to nply. But," woid make their senhave

sort t of But gotiplan. our viceiions, comat we

the

Kodak Doubles Effort



AN advertising campaign which the Eastman Kodak Company started this month in magazines represents a 100 per cent increase over that of last year. Its purpose is to give impetus to the taking of snapshots at night.

Emphasis is placed on the possibilities of taking pictures at night with any make of camera, and stresses the advantages of "SS" Panchromatic film. Simultaneously with the release of Kodak copy, General Electric is running a cam-

paign on the use of Mazda Photoflood and Photoflash bulbs to eliminate all guesswork in lighting for the taking of photographic snapshots at night.

Black-and-white and color pages, in the Kodak campaign, will carry photographic illustrations and line diagrams to acquaint readers with the simplicity with which pictures can be taken in the home at night. Three window displays are offered dealers to tie up to the magazine

y e

R. R. Harkness Advanced

R. R. Harkness Advanced
R. R. Harkness has been appointed
Western manager at Chicago of the
Womon's Home Companion, succeeding Daniel W. Ashley who, as reported
last week, has been made advertising
manager with headquarters at New
York. Mr. Harkness has been with the
Crowell Publishing Company for twelve
years. During the greater part of that
time he has been representing the
Woman's Home Companion in Northern
Ohio territory. Ohio territory.

Pinaud to Blaker

Pinaud, Inc., New York, Ed Pinaud toilet articles, has placed its advertising account with the Blaker Advertising Agency, Inc., of that city, Magazines, newspapers, radio and business papers will be used.

Names Sun Agency

Madera Wineries and Distilleries, Chicago, have appointed the Sun Advertis-ing Company, Toledo, to handle their advertising. Newspapers will be used.

Two New "Life Saver" Products

Cough Savers, a new item in the family of products of Life Savers, Inc. item in the is being sold in a package that marks a distinct departure from the characteristic form of its other products. Advertising will begin in November and will appear in newspapers in cities in the northern part of the country. Tests on Wild Cherry Life Savers have been so successful that this new product is into national distribution immegoing diately.

Righter with Young & Rubicam

Volney F. Righter has become a member of the media department of Young & Rubicam, Inc., New York. He formerly was associated with Outdoor Service, Inc., and with Erwin, Wasey & Company.

Marketing Group to Meet

The American Marketing Society, New York, will hold its annual con-vention in Atlantic City, November 30 and December 1.

Frank Presbrey Company ark Avenue New York City

October

We have made a careful check of all passenger inquiries received this year from our newspaper and magazine advertising, which has been generally keyed.

A greater number of actual bookings have been received from our advertising in The New York Times than from all the other publications.

We might add that this is not only true of this year, but has been our experience for several vears.

American-South African Line Inc

Charlingod

H. J. Charlwood, Assistant to the President.

More New York City families with checking accounts are reached in their homes by The New York Times than by any other newspaper, it is revealed by the Polk Consumer Census.

Photoo elimiing for snappages,

1 carry nd line rs with pictures night. offered agazine

ducts in the

charac-cts. Ad-ber and ve been duct is imme-

cam a mem-Young He for-or Serasey &

Society, al conJust to remind you Mr. Manufacturer_

the MORTON



CHICAG

. more Buyibwe

NATIONAL REPRESENTATIONE.

e Chicago's LL AMERICAN family

The football crowd buys a lot of things besides football tickets. It's just about the best market in town for almost anything. What are you doing, Mr. Manufæturer, to sell this powerful active market?

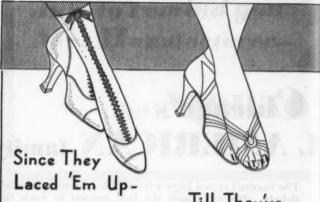
For example, what are you doing to sell the Mortons? They're Chicago's ALL-AMERICAN family. And what's more, they're typical of hundreds of thousands of other families in their 30's and 40's who read the American.

Such people, economists say, are earning the bulk of America's income. That's why we call them "The Leading Americans" in the present consumer market. To make money today, you must sell the younger, more active element first.

No other Chicago newspaper controls as many of These Leading Americans as does the Chicago American. And for a good reason: The American is edited for active minds. Stay-in-the-parlor conservatives are not interested in its modern, intimate news presentation.

These Leading Americans want action in their newspaper. They get action in the Chicago American. They give action to Chicago stores. A word to the wise is— Advertise. These Leading Americans mean business.

GMERICAN unitaries to you sentate E. Boone Organization



-Till They've Shown the Toes

Los Angeles TIMES

Overwhelmingly

FIRST

In Shoe Advertising

Styles in footwear change constantly, but in Southern California the selling method remains unchanged year in and year out. For the first nine months of 1934, the Los Angeles Times carried more shoe linage than all four other Los Angeles newspapers combined—convincing evidence for the "mass market" advertiser.

Williams, Lawrence & Cresmer Company, Representatives: 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit, Mich.; 210 Chronicle Bldg., San Francisco, Calif. Con

A ME gree lasco at that no give of becauthan an ship.

Don't think r It is t It is busines seen be tricks the bes

ness.
It is quite d business stood thand adv me, has good shadean

fumbling six or the shot The jol even y gives a used to advertise The business

is show grams the air. tant the advertis used it parative consiste For

A & Service hundred in the n

don't.

Of co
would b

Radio Needs Showmen

Comedian's Ideas on Big Names, Commercials, Length of Programs, Opposition Hours, Advertisers, Stars

By Eddie Cantor

A MERICA has had three really great showmen—Barnum, Belasco and Ziegfeld. It is too bad that none of these men lived to give of their best to modern radio—because radio needs perhaps more than anything else good showman-ship.

Don't misunderstand me. I don't think radio is the show business. It is the advertising business.

It is the advertising business.
It is, however, an advertising business such as we have never seen before. It demands the best tricks of advertising as well as the best tricks of the show business.

It is really the merger of two quite different things: the show business, that never really understood the best use of advertising, and advertising which, it seems to me, has always been too lacking in good showmanship.

Because of this, radio has been fumbling around during the last six or seven years trying to graft the show business to advertising. The job hasn't been too successful even yet, although radio today gives a far better show than it used to and, I believe, does a better advertising job.

The best example of how this business has been fumbling around is shown by the number of programs that have been on and off the air. It strikes me as important that although a great many advertisers using the air today have used it for a number of years, comparatively few shows have had any consistent success.

For every program like the A & P Gypsies or the Cities Service hour there are literally hundreds that have come and gone in the meantime.

Advertisers stick. Programs

Of course, I don't mean that it would be a healthy sign if we had a bunch of long-time programs on the air. Certainly Ziegfeld, master showman that he was, changed his "Follies" every year and was continually on the lookout for new talent and new ideas.

The significant fact is that in spite of the many changes in programs that have been made, even yet radio is far from working out any policy that would lead me to say confidently, "Now the radio business has jelled."

Of course, we have learned a lot of things on the air. Gradually as we learn more things and put them into our bag of tricks the bag is beginning to fill up. Each failure teaches us something. Each success puts us a little nearer our goal.

I have been in the radio business long enough now so that I have built up some pretty definite convictions. Maybe some of these will be turned over and thrown out within the next couple of years. I happen to be cocky enough to believe that most of them are based on sound principles of good advertising and good showmanship.

Anyway, I am going to take my life in my hands and say some of the things I believe.

Hour Programs Overtax Stars

I am against the hour program, and yet I have spent most of my radio life on hour broadcasts.

I think you can do anything in a half hour that can be done in an hour. I think you can do it just as well and just as effectively.

I think that for certain types of radio artists the hour puts too much of a strain on their ingenuity and ability, Take my own case, for instance. Let us assume that I have a twenty-six-week contract for hour programs. That means that each week I have to prepare forty pages of material and in that forty pages each week there have got to be 100 jokes. Twenty-

six hundred jokes in twenty-six weeks. Figure it out for yourself. In my own case it costs me, personally, quite a lot more than \$1,000 a week to take care that my material is fresh and, I hope, funny.

My ideal program would be the one that takes thirty minutes, packs them full of entertainment, gives the listeners everything they can possibly ask for and then stops. The possible exceptions to this belief of mine are symphony broadcasts and such tie-in broadcasts as World Series and opera programs.

Of course these tie-ins with opera, baseball and news events are not really the radio advertising business. So because they are freaks, let's throw them out of consideration.

Symphonies are something else again. You can get a pretty good symphony program in thirty minutes, but you can do a better job in an hour.

Incidentally, I happen to think that the symphony idea is going to develop in the future. The public is becoming educated to good music, although a lot of people have always liked the symphony type of music because it is almost universal in its appeal. They have been frightened away from symphonies not because they don't like the music, but because they have been scared into believing that it is highbrow.

Let somebody start the idea tomorrow that Cantor is just a highbrow comedian and Cantor would have to worry just a little for fear that enough people would believe it and certainly try to find something about Sigmund Freud in a lot of my jokes.

Opposition Programs Not Sensible

I think it is foolish for advertisers to compete on stations with opposition programs. It doesn't seem quite sensible to me for somebody to pick the same hour that I have and put a comedian against me on another station. I say that not because I think that Cantor is so good that the other fellow won't get any audience or, if you prefer, that Cantor is so bad that the other fellow will steal his audience.



Eddie Cantor

Let's take the case of Amos 'n' Andy. I maintain that the sponsor who would put another black-face team on another station at the same time as Amos 'n' Andy would be screwy. I would still say this even if Amos 'n' Andy only had a quarter the number of listeners that they now have.

If I were a sponsor going in opposition with Amos 'n' Andy on another station, I would get a program quite different. I wouldn't have to be particularly bright to figure out that a lot of the people who are not listening to Amos 'n' Andy are not listening because they don't like that type of program. Therefore, I would try to get a program that they would like. On the other hand, if I figured that so many people were listening to Amos 'n' Andy that it would not be worth while for me to try to go in opposition to them, I would buy a different time.

Let's take the case of symphony programs. Why run two excellent symphony broadcasts at the same hour on the same day? This means that both programs are fighting each other for attention and dividing up the symphony audience, whereas if they were not in opposition each program would get the full symphony audience and each advertiser would get more for his money.

I think that one of the greatest

mistakes when so product this in s

Oct. 25,

of my beding com
I know
a nature exuberare is too of commerce ever, is but to mercial more effi

more eff When broadcas think th not that uct of ti It seems tion to bound to I thin

two min

mercials

can wri argumen A halftwenty-e ment as mercial program If the in less t the bett Ford bre use less mercial. on the mercial, the back commer

There about the the adversarticle in that a rethink the given for them he

To m
who ha
advertise
a great
made en
high sal
a lot al
he know
ing than

The s

mistakes ever made in radio was when somebody started to kid the product in the commercial. I say this in spite of the fact that some of my best friends are using kidding commercials.

1934

'n

sor

ace

the

uld

this

da

ers

111

on

FO-

ln't

to

ple

'n

use

10-

to

uld

red

ing

uld

try

uld

my

ent

me

ITIS

пg

id-

ce,

m-

he

ch

nis

est

I know why this is done. It is a natural rebellion against the exuberant praise of products that is too often characteristic of radio commercials. The solution, however, is not to kid the commercial but to re-write the straight commercial so that it will be much more effective.

When I refer to a product in a broadcast I want the listeners to think that I like the product and not that I am laughing at the product of the company that makes it. It seems to me the audience reaction to the kidding commercial is bound to be negative.

I think that a definite limit of two minutes should be put on commercials. A good advertising man can write plenty of good sales arguments into a two-minute talk. A half-hour program that gives twenty-eight minutes of entertainment and two minutes of commercial is, to me, a well-balanced

or If the advertiser can do his job in less than two minutes, so much the better. I understand that the Ford broadcasts with Fred Waring use less than a minute of commercial, I am not trying to pass on the merits of the Ford commercial, but I want to pat Ford on the back for his efforts to keep commercials down to an effective minimum.

There is a lot of talk these days about the relation of the artist to the advertiser. I noticed in a recent article in Printers' INK MONTHLY that a number of my fellow stars think that the artist should be given free rein. I disagree with them heartily.

To me the advertiser, this guy who has been in the business of advertising and manufacturing for a great many years and who has made enough money to pay stars high salaries, ought to know quite a lot about advertising. Certainly he knows a lot more about advertising than does the Broadway actor.

The star frequently forgets that

there are fewer radios on Broadway than there are in Hartford, Connecticut.

Radio is not a Broadway business and I say this although my heart will always be with Broad-

Therefore, the radio star cannot be fair to himself or his sponsor if he takes a high-hat attitude and says, "I know all about this business. I have been entertaining people all my life."

What he overlooks is what I mentioned in the first part of this article. Radio is not the show business but the advertising business with the show business grafted on. Therefore, I say, that the star should listen sympathetically to the sponsor. It has been my experience that the majority of sponsors are perfectly willing to give the star plenty of leeway.

It is a little difficult for me to understand why some stars resent supervision so much. After all, if the sponsor, who knows a lot about advertising, helps to build a program which will bring in good returns, then he becomes more and more sold on the star and the star spends more time working and less time resting.

Give Public a Rest Now and Then

I don't think that any artist should stay on the air too long consecutively. My own policy is to go on for a certain limited time and then leave while the public still likes me. Then I get a rest, the public gets a rest and the next time I go on the air the people say, "Good! Here's Cantor again" instead of, "Gosh, is that guy Cantor in again?"

I think this policy protects the artist and also protects the advertiser. I once definitely turned down an offer for three years of continuous broadcasting because I was convinced it was not good for me and was able to convince the sponsor it would not be good for him.

Yet I believe that an advertiser who gets a good program should stick to the artist. This sounds as though I was contradicting myself, but I think there are certain types of programs that can be con-

sistently good year after year. I don't think any comedian, however, should stay on the air too long.

Therefore, if a sponsor believes in comedians, I think he should get two or three good ones and alternate them. One thing that convinces me that my theory is right is the fact that my fan mail is only 50 per cent smaller when I am off the air than when I am on it. That means that people remember me pleasantly and if I do not stay off too long are glad to see me back.

I think sponsors should use much more care than they do in adopting the course of the program. For instance, Royal Gelatin has chosen Mary Pickford because she has a genuine appeal to children and mothers. She means all the things that make a home a home. Wouldn't it be silly for Royal to pick a hot blues singer for the same spot?

Sponsors shouldn't fall for big names just because they are big names. I believe in the big names, because the artist who makes a name for himself gets that way because he is good enough to have a lot of people like him.

Therefore, it seems to me, that the sponsor's job is not only to look for big names but to look for the kind of names that will fit his particular kind of product.

In addition, advertisers should have an ear to the ground for new talent. When we remember that some of the outstanding air successes were not big names before they got on the air, we see how important it is to watch for future big names as well as present ones.

I think advertisers should make a closer study of the show business or get somebody to study it for them.

I remember several years ago an advertiser told me that he thought a certain comedian would be a wow on the air. I said I didn't think so, although this comedian was extremely popular on the stage. I had watched his work for a number of years and knew that he had compressed about everything he knew into one act. I knew he was not versatile enough to get anywhere after the material in that one act was used up.

I prophesied he would last three weeks. He fooled me by a week. At the end of the fourth week his sponsor decided to buy him out of the rest of the contract.

There should be a closer cooperation between stars and sponsors and a closer study of radio as a merging of the advertising business with the show business. Only as we get better understanding of this fact will we develop great showmen in radio. I predict that radio will go further in the next two years than it has in the last ten.

Let's tune in and see—and hear!

Listerine to Sponsor Opera Broadcasts

Broadcasts of thirteen performances of the Metropolitan Opera House, New York, will be sponsored by the Lambert Pharmacal Company, maker of Listerine. Broadcasting of Metropolitan performances was sponsored for the first time last season when arrangements were entered into with the American Tobacco Company, The cost to Lambert, in time and other charges, is reported to be approximately \$375,000.

Leonard Names Dobberteen

H. H. Dobberteen, for the last ten years in the advertising business with Dodge Bros., Brooke, Smith & French, Inc., and the Kelvinator Corporation, has been named assistant advertising manager of the Leonard Refrigerator Company, Detroit.

Changes on Staff of Bryant, Griffith & Brunson

Joseph F. Walsh has been appointed Boston manager of Bryant, Griffith & Brunson, Inc., newspaper representatives, to succeed the late John J. Hurley. Mr. Walsh has been with the company for over eight years.

for over eight years.

Frank Coyle, formerly of Frost, Landis & Kohn, Inc., has joined the New York office of Bryant, Griffith & Brunson.

Kittell with WTAM

Clyde Kittell has been appointed program director of Station WTAM, Cleveland, which is owned and operated by NBC. He has been with NBC and affiliated stations for six years and leaves the post of night program supervisor for NBC in New York to take up his new duties in Cleveland.

Leadership

IN OHIOAGO

IN HOME COVERAGE

IN LINAGE VOLUME

IN TOTAL DISPLAY

IN RETAIL

IN GENERAL

IN AUTOMOTIVE

IN DEPARTMENT STORE

IN GROCERY

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

GEORGE A. McDEVITT & CO., National Advertising Representatives, NEW YORK-CHICAGO-PHILADELPHIA-DETROIT-SAN FRANCISCO

1934

fore how ture ones.

ousily it o an ught e a

e a idn't dian the for that ery-

ugh erial hree eek.

his t of coconadio sing less. and-

dict the the

elop

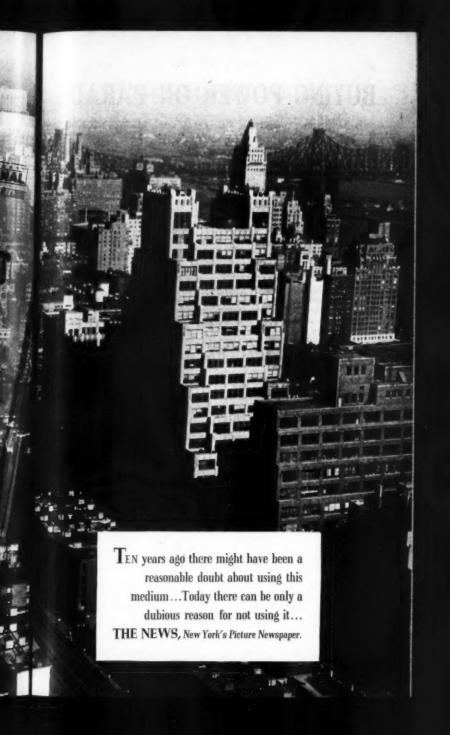
nted h & ntaley.

an-New

proeveby and and

and and perake





BUYING POWER ON PARADE

Suzanne Fischer crossed the Atlantic to sing before the music-lovers who in record-breaking numbers thronged Worcester's new municipal auditorium for the Worcester Music Festival's Diamond Jubilee.

On the stage the stars—Lucrezia Bori, Suzanne Fischer, Carl Friedberg, Frederick Jagel and other artists of renown. In the aisles and in the foyer— Worcester's buying power on parade.



SUZANNE FISCHER

Says the Society Reporter:

"A record-breaking audience, attired in all the brilliance the occasion demanded, heard the final performance of the Diamond Jubilee program. Rich velvets, soft pastel crepes and lavish fur-trimming—all had their place in the fashion parade as the guests sauntered in the foyer."

Says the Page One Reviewer:

"This annual event has once again made musical history. Its stability at a time when symphony orchestras are struggling for existence and when even operatic ventures are on insecure foundations, is most gratifying to its sponsors. The rank and file of Worcester music lovers are to be commended for their continued support."

The brilliance of the fashion parade in the Festival foyer sheds light on the buying power of this rich and culture-loving city. The stability of Worcester Music Festival patronage typifies the rock-ribbed stability of the entire Worcester Market.

This rich and responsive market (population 433,287 within an average 18-mile radius) is effectively cultivated through these newspapers ALONE.

MORE 100,000 FOR OVER THAN 100,000 7 YEARS

THE TELEGRAM-GAZETTE

Worcester, Massachusetts GEORGE F. BOOTH, Publisher

Paul Block and Associates, National Representatives
New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

WI

tena to a can his

indu lines ing adop Offic seem That cutte the price Ur

ever, throt stabil porar tailer who situal sion

l.
pusho
tailer
faced
the
great
ago l
benef
maint

2. In enformand j but a a ret get v

3. 6

Price Stabilization

Why Some Leaders in Drug Field Think That Present Plans Will Fail

By Andrew M. Howe

THE Capper-Kelly price maintenance bill will probably never be passed. But any manufacturer who wants price maintenance can have it today. He can legally control retail prices to a great extent if he is willing to risk the consequences. He can get a taste of the much-touted benefits, if any, by exercising his right of "refusal to sell."

Price stabilization, as it is called in 1934, is sweeping the drug industry. One by one the leading manufacturers of advertised

industry. One by one the lead lines have fallen in line, announcing to the trade that they have adopted price stabilization plans. Officially and publicly everyone seems to be in favor of the idea. That is, everyone except the pricecutters, what the drug people call the pine-board stores, at which price stabilization is really aimed.

Unofficially and privately, however, there is a strong feeling throughout the trade that price stabilization is only bringing temporary relief. Many of the retailers, jobbers and manufacturers who have watched and studied the situation have come to the conclusion that eventually price stabilization will fail. It will fail because:

1. Many manufacturers were pushed into it by independent retailers and chain stores that were faced with serious competition from the pine boards. Some of the greatest offenders of a few years ago have suddenly discovered the benefits—to them, today—of price maintenance.

 Many of the plans are not being enforced. Too many manufacturers and jobbers are making a pretense, but actually don't care what prices a retailer adopts so long as they get volume.

3. Chain stores will eventually fight it, because they are losing

volume on their stabilized items.

4. Consumer organizations oppose
it. Any plan that raises prices to
the public is unpopular.

5. Government frowns on it. Donald Richberg, NRA general counsel, has publicly condemned all price-fixing schemes. The attitude of the Federal Trade Commission is well known.

6. Co-operative jobbers oppose it. A basic part of most of the plans is one price to all. Co-operatives were formed to obtain quantity discounts for members. If stabilization continues, co-operative jobbing organizations will lose their greatest asset.

7. Private brands thrive under it. They gain a price advantage.

There will be considerable disagreement over some of these points. Those who are benefiting most, or think they are benefiting, from price stabilization will insist that the various plans are effective and that the entire industry is benefiting. Actually, however, when pinned down, manufacturers, jobbers and retailers all have difficulty in pointing to definite, dollars-and-cents benefits.

Price stabilization is a beautiful theory that for the present seems to be practical. There will be, I

25

DE

HER

again ability hestras when insetifying ad file to be d sup-

light bility bbed

87 :i-

ER S

IŁ

ngeles

predict, just as great a scramble to get out of these plans within a year or two as there has been to get in them. Some of the plans will, of course, stick. Certain manufacturers always have had a fair degree of success in getting their prices maintained.

Loss Leveler Practice Will Return

The price footballs of the past, the fast-selling advertised brands, will soon be used as loss leaders again. Price wars may be uneconomic, and selling at a loss may be unfair to competitors, but these practices probably will long be with us. Price stabilization is price fixing and until the anti-trust laws are repealed or the American business set-up is radically changed, it cannot be enforced.

The law declares that manufacturers may not demand an agreement from retailers or wholesalers that certain prices will be maintained. A manufacturer may, however, refuse to sell to any wholesaler or retailer who offers, advertises or sells his products below the suggested retail price. A manufacturer may also request his wholesale distributors to exercise their legal right to refuse to sell to retail outlets who do not observe the suggested prices.

That, briefly, is price stabilization. Manufacturers are very careful to avoid making agreements with wholesalers or retailers. That is illegal. They are, however, refusing to sell to anyone who does not live up to a certain price policy.

The drug industry, as everyone knows, has suffered severely from predatory price cutting. The chain stores and other large outlets have used advertised brands as loss leaders and the manufacturers have been unable or unwilling to do anything about it. They could have refused to sell to these chains, just as they are now doing with the cut-rate stores, but that would have meant cutting off important outlets and probably cutting down volume and only a few have been willing to make this sacrifice.

The independent druggists have complained about chain-store price

cutting for some time. With a few exceptions, the manufacturers turned deaf ears to their pleas. When, however, the chains started to complain about the price-cutters, then the manufacturers woke un.

The chains, with their own weapon being used against them, were glad to co-operate, with the result that a great many chains and independents all over are now selling advertised brands at the same stabilized prices. These suggested minimum prices have been set by the manufacturers.

Some manufacturers are sincere in their efforts to enforce observance of these minimum prices. One large company has cut off more than 200 outlets that have refused to maintain prices. The price-cutters are having difficulty in obtaining certain advertised brands. They are forced to purchase them through dummy buyers and from wholesalers and retailers who are willing to make a profit in this way of barter.

Trouble Shooting Is Costly

These sources are being shut off as rapidly as possible. Manufacturers are going to a great deal of trouble and expense to trace cut-price goods. C. K. Perkins, vice-president of Bauer & Black, believes that "the manufacturer honestly attempting to operate on a stabilized re-sale price must spend altogether too large a percentage of the time of his executives in investigating bad price situations and in defending himself with his legitimate and valued outlets against charges of insincerity, because of isolated pieces of price cutting which he has been unable to control."

"Nevertheless," Mr. Perkins continues, "it is our belief that stabilization of re-sale prices is the only answer to chaotic marketing; that if we are to prevent the failure of a large number of retailers and promote a living income for retailers and a living wage for their clerks, retail prices must be stabilized; that the overwhelming sentiment of the direct trade in favor of stabilization must and should

who event moted for a re-sal mean prese

Oct.

Prein the ment fact not s that the lization prices nothin To policy facture.

tage (

He m

for p

tempt He m won't volum A I doing able (fuse New mainta standa in this many are n SOUTCE that I above

The manufis getting A re Druggin loc suggestlowed, of su counter

to obt

of adv
"Th
port
convictively

ith a turers pleas. tarted atters. e up.

, 1934

OWB them, h the hains now t the sugbeen

obserprices. it off have The ilty in rands. them from o are this

incere

ut off ufacdeal trace rkins, Black, cturer te on spend ntage in in-

s and legitgainst se of utting concon-

only that re of and etailtheir stabi-

abili-

sentifavor hould

exercise a greater influence than the small percentage of dealers who profit by price chaos, and that eventually legislation must be promoted which will make it possible for a manufacturer to stabilize his re-sale prices directly by legal means rather than indirectly as at present." Insincerity Is

a Factor

Probably the principal obstacle in the way of 100 per cent enforcement of price stabilization is the fact that some manufacturers are not sincere. They have proclaimed that they are in favor of price stabilization, they announce minimum prices and then sit back and do nothing.

To be effective, a price-control policy must be enforced. A manufacturer really must take advantage of his right to refuse to sell. He must constantly be on the alert for price cutting and make an attempt at plugging up the leaks. He must cut off those outlets that won't co-operate, regardless of the volume of business they sell.

A number of manufacturers are doing just this. It takes considerable courage, for example, to re-fuse to sell to R. H. Macy in New York. This store will not maintain prices. The better-known. standard articles may still be found in this store's drug department, but many of them, the makers insist, are not obtained from the usual sources. One manufacturer reports that Macy is paying 30 per cent above the wholesale price in order to obtain his merchandise.

The principal advantage, to the manufacturer, of price stabilization is getting his product displayed and getting his display material used. A recent survey made by the Druggists' Circular indicates that in localities where manufacturers suggested prices have been followed, there has been an abundance of support through window and counter displays and other forms of advertising.

"The survey confirms," the re-port states, "the often-expressed conviction that retailers will ac-tively promote the sale of merchandise on which they realize a fair margin of profit."

Many manufacturers, on the other hand, are not, as a general thing, noticing any increase in their own sales due to the policy, Volume is merely being spread out over more outlets. Formerly the chain store or price-cutter with the lowest price did the biggest volume in most communities; now the little retailer gets more business. The small retailer, on the other hand, the local community drug store, has always maintained prices. In fact, he has as a rule sold adver-tised brands at their full retail price. Now he sells more of these, but sells them at a lower price, the stabilized price. The chain stores and other large volume outlets sell fewer items at a higher price.

It looks very much as though in the final analysis there is no great benefit to either. Certainly the chain store does not gain enough to warrant any continued co-operation. It gets fewer customers and what it wants is a large volume.

The chain store and other larger retailers benefit to this extent: the higher stabilized price of the advertised brand makes their own private brands easier to sell.

An Experience in a Drug Store Is Cited

I walked into a drug store in Clearfield, Pa., the other day and asked for a tin of aspirin. The druggist brought Bayer's and one of his own.

of his own.

"This one," he said of the first,
"sells for 15 cents."

"This one," picking up his own
brand, "sells for 10 cents."

Five cents on a 15-cent item is a
big differential. The stabilized, suggested minimum price of Bayer's aspirin, for a tin of twelve, is 12 cents. If this retailer were to reduce his price to this it would be much easier to sell Bayer's, but his profits would be cut drastically.

Chain stores in Chicago and other large cities are selling Bayer's at 12 cents. The Davis De-partment Store in Chicago had a special on it recently at 10 cents.

This is not exceptional. Prac-

tically all stabilized items get a somewhat similar treatment in certain localities.

It is all very mixed up.

Proponents of price stabilization plans insist that price cutting eventually harms the consumer. theory is that if a retailer takes a loss on an advertised brand he must make up the difference on some other item, probably a private brand of inferior quality. Unfortunately, it is difficult to convince consumers of this fact. A few cents saved immediately are of greater importance to Mrs. Smith than any economic theories of her duty to her local drug store or the warning that she will eventually pay for her bargain.

Here are the views of a manufacturer of a well-known advertised brand who recognizes this

difficulty:

"The consumer's reaction, of course, to an increased price is utterly selfish. While there's a lot of talk of 'Social Justice' and 'the new order of things,' so far as this New Deal is concerned the Consumers' Advisory Board, if one is to believe all that's published, has no interest whatsoever in wages or hours or work. If it has, it's purely a hypocritical one and designed to obscure the real issue. What does it profit the consumer to buy goods at cost or below cost if in the doing hundreds of sound little independent businesses-maintaining a decent standard of living for themselves and for their employees and occupying a substantial niche in their own little localityare driven completely out of business?

Mr. John Public Is Shortsighted

"I know of dozens of comfortable little Mid-Western towns—yes East, right here in New York and Pennsylvania—where fifteen years ago the actual drug business, while competitive, was not destructively so, and, therefore was on a fairly satisfactory standard. Buyers were buyers in those days; they bought goods because they knew they could sell them.

"But ever since the influx of the

pine-board store with its competitive, destructive, unfair and often deliberately deceitful methods of competition—and I mean deceitful so far as the public is concerned the independent druggist and the independent dealer in all lines have seen this business almost destroyed in many instances, with the depression finally putting them out of business altogether.

How Pine Boards Come to Be

"But what has happened? Out of all this destruction there has sprung up almost like a mushroom in its growth, a successful, or seemingly so, cut-rate store. In other words, out of the destruction of perhaps several good retailers, we are left with one cheap looking sort of store that nine times out of ten is a detriment to adjoining stores and has the general effect of cheapening the whole lay out within the block."

Here, once more, is a lot of nice theory. Perhaps, and probably, it is all true. But you can't convince Mrs. Smith of that. Nor, apparently, can the various consumer boards and protective organizations be convinced that price cutting is an evil for which the consumer eventually pays. These organizations are constantly battling for lower prices for advertised brands. Their power and influence has been growing in recent years.

Price stabilization, by manufacturers who formerly permitted their products to be sold at deep-cut prices, does not sound very good to these people. They doubt the sincerity of the manufacturers. Had the manufacturers really wanted price stabilization, it is reasoned, they could have had it long ago.

This is not strictly true, because the retailers were not, until recently, willing to co-operate. There is, however, enough weight to the argument of these consumer organizations that price stabilization will never be very popular with the public.

The peculiar thing about price stabilization is that it is an attempt to remedy a condition which mannpetioften ds of

eitful ned d the have

royed deut of

Out has

l, or

ilers.

oking

ining ct of with-

nice

y, it

ap-

amer tions ig is

imer

for

inds.

been

fac-

eep-

verv

oubt

ally rea-

ong

reiere

the or-

vith

npt an-

In

Brookmire rates this:

A "BEST MARKET"



An analysis of consumer income made by the Brookmire Economic Service shows the Indianapolis Radius among the nation's best markets—offering the most favorable sales potentialities during the next six months.

The survey estimates income in Indiana to be 17% higher during the next six months than during the same period of last year—28% higher than during the same period of the last three years.

This gain in consumer income, substantially above the average for the country as a whole, gives added evidence that the Indianapolis Radius is an unusually attractive sales territory to cultivate NOW. Fortunately for advertisers, it can be sold through ONE newspaper—The Indianapolis News.

Average Circulation First 9 Months 1934 145.026

THE INDIANAPOLIS NEWS

SELLS THE INDIANAPOLIS RADIUS

New York Dan A. Carroll, 110 E. 42nd St.

Chicago J E Lutz, 180 N. Michigan Ave.

Everybody

Associates

day

of TH

mi

tis

of

ha

TH

bu

wh

yo

ne

ATLANTA JOURNAL BALTIMORE SUN BIRMINGHAM NEWS BOSTON HERALD **BUFFALO TIMES** CHICAGO DAILY NEWS CINCINNATI ENQUIRER CLEVELAND PLAIN DEALER DALLAS NEWS DETROIT NEWS INDIANAPOLIS STAR MEMPHIS COMMERCIAL APPEAL MILWAUKEE JOURNAL MINNEAPOLIS JOURNAL **NEW ORLEANS ITEM-TRIBUNE** NEW YORK HERALD TRIBUNE OMAHA WORLD-HERALD PHILADELPHIA RECORD PITTSBURGH PRESS ST. LOUIS GLOBE-DEMOCRAT WASHINGTON STAR

UNITED NEWSPAPE Magazine Corporation

420 LEXINGTON AVENUE, NEW YORK, CHICAGO OFFICE: 360 N. MICHIGANAV DETROIT OFFICE: GEN'L MOTORS I

*Distributed with the Sunday edition exceptise Chicago Dully News Saturday edition FIRST ISSUE, FEBRUARY 24, 198

Talking . . .

Whether on the train or avenue, all conversation these days seems to drift to-"How's business?" One thing is certain: Business in the major distributing centers east of the Rockies has been good this year. And that's where THIS WEEK comes in-for THIS WEEK is a weekly magazine that concentrates in this great market and is distributed * by 21 leading newspapers in this territory. But speaking of business, THIS WEEK has an advertising combination hard to beat. It has the sales punch of a newspaper-and the long life of a magazine. Perhaps even harder to beat is the low cost of reaching THIS WEEK'S 4,000,000 families. Again speaking of business, the new patented colorgravure process by which THIS WEEK is printed puts real sales power into your advertising. And of course that means good business for THIS WEEK'S advertisers.



y

AL N WS D S EWS

RER

EALER

AR
APPEAL
NAL
RIBUNE
RIBUNE
ALD
ORD
SS

A P E ation Y YORK, GANAVI

exceptial edition 24, 1935

ufacturers allowed to exist for many years. Time and again they were warned that eventually they would pay the penalty for permitting and even encouraging retailers to cut prices. Those manufacturers who really have attempted to maintain their prices over a long period of time are having a great deal more success today than the others.

Many of those manufacturers who formerly encouraged price cutting are, if we face facts, not sincere in their efforts to maintain prices now.

As soon as this latest fad of the drug industry dies down they will be back to their old tricks in search of volume for themselves regardless of the re-sale price.

[In a future issue of PRINTERS' INK Mr. Howe will describe some stabilization plans that have been successful and tell why their proponents like them.]

Miami Beach "Tribune" Resume Publication

Publication of the Miami Beach Tribune, daily and Sunday, which was suspended March 26 because of a seasonal publishing policy, has been resumed. Hereafter it will be issued as a year-

Hereafter it will be issued as a yearround newspaper, starting November 15.

The working personnel will be practically the same as last season.

Walter Annenberg, son of M. L. Annenberg, publisher of Radio Guide, is
publisher of the Tribune. Paul G. Jeans
again becomes managing editor and general manager. C. Jerome Sheppard also
continues as advertising manager, and
A. H. Jeckson national advertising man-A. H. Jackson, national advertising man-

ager. Reynolds-Fitzgerald, Inc., continues as national advertising representative.

Heads Cadillac Advertising

Frank J. Denney has been appointed advertising manager of the Cadillac Motor Car Company, Detroit. Except for a brief period as automotive advertising manager of the Cleveland News, be has been with the Campbell-Ewald Company for the last six years, working on the Cadillac account the greater part of that time. Previously he was assistant received manager of the Detroit departs. general manager of the Detroit depart-ment of Street Railways.

NBC Names R. H. White

The National Broadcasting Company has appointed Robert H. White as Detroit district manager. He was previously associated with General Motors Corporation as advertising manager of Pontiac, and assistant advertising manager for Delco-Light farm lighting systems of the Delco Appliance Corporation. Corporation.

Appoints New England Manager

Alfred J. Higgins, formerly of the Chase National Bank, has been appointed New England manager of Ferns, Ander-son, Inc., banking division of the Samuel C. Croot Company, New York agency. An office will be opened in Boston shortly.

Tenth District Makes Annual Convention Plans

Annual Convention Plans

The Tenth District of the Advertising Federation of America will hold its annual convention in Houston, Tex. October 26, 27 and 28. Chester H. Lang, president of the A. F. A., will give the principal address at the first session.

The vigilance movement, which is gaining a great deal of recognition and momentum in Texas, will be one of the main topics of discussion. Local ordinances have been passed in Houston, and San Antonio, giving local vigilance committees power to enforce and regulate advertising.

An advertising exhibit will also be a

An advertising exhibit will also be a feature of the convention. J. H. Grant is convention chairman.

New Edgeworth Campaign

Sixty-four newspapers will be used in a new campaign which the Larus & Brother Company, Richmond, has started on Edgeworth smoking tobacco. Economy will be the copy keynote, with large space being taken weekly in eleven large cities and smaller space, three times weekly, in smaller cities, all in the New England area. It is anticipated that the campaign will be extended to include other areas. Batten, Barton, Durstine & Osborn, Inc., handles this account.

Thomas McKnight Retires

After fifty-seven years in the employ of N. W. Ayer & Son, Inc., Philadelphia, Thomas McKnight bas retired. He went to work for the Ayer agency as an office boy when he was fifteen years old and the agency itself was in its eighth year. For many years he has been in charge of the purchase of plates, mats and other supplies. and other supplies.

Distiller's Account to Peck

The Oldetyme Distillers, Inc., Newark, N. J., has appointed the Peck Advertising Agency, New York, to handle its advertising. Brands include Three Feathers Whiskey, Silver Feather Gin, and Gold, Silver, and Blue Label Whiskies. Newspapers, trade papers and magazines will be used.

1934

not

f the will arch ard-

TERS' been pro-

tising is ancoLang, ocLang, e the
ch is and
of the
ordiiston,
ilance regu-

be a Grant

uned us & arted nomy large large times New at the clude ne &

nploy ladel-l. He as an s old ighth in mats

New-Ad-andle Chree Gin, Whis-and



RE RUNNING THE WOODEN INDIANS



OUT OF THE ADVERTISING BUSINESS

We ask you, as an advertising

Shops; while "human interest" illustrations have changed the smoking and tobacco-buying habits of the nation.

The same general rule holds true in the advertising of any product. Good illustrations of real, living people are most effective. Particularly color photographs—most particularly color photographs with the added appeal of spontaneous, natural action.

Quite recently this latter has been made possible by the perfecting of a color camera so fast that the living models need never "hold" a gesture or an expression. Now we can photograph them in full action as well as full color—real moving, breathing people.

From those color-action negatives our engravers make plates that reproduce faithfully on the printed page the full sharp brilliance of the original subjects—plates that may either be printed right here at our press or sent out to magazines or other printers.

We offer, then, any or all of these services—photographing, engraving, printing—to help advertisers and agencies increase the selling power of their printed pieces.

The Lakeside Press

R. R. DONNELLEY & SONS CO.





Not only telephone books. Not only mail-order catalogs. I only encyclopedias. Not only million runs:

It is true that we produce those things in numbers runn into the scores of millions each year. . . . But it is also true to something over 55% of our orders bill for less than \$100.00.

To the man with an Average-Sized Printing Order to place, the very bigness of our business offers concrete advantages:

- Full freedom of choice of the printing process to use, for we have almost all of them.
- Expert help at every turn, and without added cost, from men who are real authorities, each in his own specialty.
- On-time delivery—because long ago our plant was or-

- ganized, of necessity, operate each job on its o predetermined schedule.
- Prices which reflect ov head costs spread very to over a large volume.

That man (might it be yo self?) can dump the whole "in our lap"—design, typog phy, photographing, engraviprinting, delivery—and we wake the undivided responsibility for producing it to his satisfation.

ORDE

g jo Roci

s. 1

unni ue t

ity, its o dule.

t ov

nole ypog

we v

atisf

Plenty

LOOK pride advertisi Circulati Chicago twentieth governm dustry. As wa

a sort of many fit the visit founders try of the mass less past than the next very nead the next very nead the next very nead the next very nead to expense the next very next ver (2) A

newspape to make the oper objective ernizatio methods such may Two

tered int and mod payment 1. Des

reau ma operated \$19,631.3 income of serive 2. The

A. B. C. Looks Ahead

Plenty of Sentiment at 20th Convention, but Radical Forward Moves Are Made Just the Same

By P. H. Erbes, Jr.

OOKING back with excusable pride upon a shining record of chievement in the service of better divertising, the Audit Bureau of Circulations, at its convention in Chicago last week, observed its wentieth anniversary as a successful venture in co-operative self-avernment from within an industry.

As was entirely appropriate at a sort of glorified birthday party, many fitting tributes were paid to the vision and courage of the founders, the devotion and industry of those who carried on.

Yet the flavor of the convention was less one of sentiment for the past than of determination to enter the next twenty years—indeed, the very next year—with a program of expanded usefulness and efficiency. Working in this direction, wo major actions were taken.

(1) There was almost unani-

(1) There was almost unanimous approval of a new dues system which will permit the Bureau to function efficiently and without deficit and which will remove inequitable and outmoded features from the existing scale.

(2) A committee consisting of the presidents of eight regional newspaper groups was appointed to make a thorough inventory of the operation of the Bureau—the objective being the complete modernization of by-laws, rules and methods of operation insofar as such may be necessary.

Two major considerations entered into the decision to overhaul and modernize the schedule of dues payments:

1. Despite the practice of rigid economies on the part of the Bureau management, the A. B. C. operated at a deficit last year—\$19,631.34 to be exact. A greater income is necessary if the quality of serivce is not to be endangered.

2. The existing rate structure is

in many respects an inequitable one. Under it, the newspaper and business-paper divisions, considered as a whole, do not meet the costs of their audits plus a proportionate share of the overhead; whereas the magazine and farm-paper divisions are paying their own way in full. Moreover, as developed in the studies conducted by the committee headed by Marco Morrow, there are unjust variations between the assessments of individual publishers in the same divisions.

No Scale for Very Large Circulations

In numerous instances the publisher pays a higher rate per thousand upon his circulation in a higher bracket than he pays upon circulation in the immediately lower bracket, although by all logic the rate per thousand should decrease successively in the higher brackets. Also under the prevailing scale there is no provision for any payment in circulation above 200,000 for newspapers and above 500,000 for magazines - twenty years ago scales for circulations higher than that were not needed; today, of course, they are.

The new plan is scientifically designed to meet both these ends. Each division will pay its own way on the basis of cost plus pro rata share of overhead, as will each individual publication. The inconsistencies between brackets are eliminated in such a way that a logically graduated charge will be made on circulations falling between the existing brackets. In other words, the rate per thousand -in fact the rate per copy, decreases with each single copy increase in distribution. Thus a publisher's annual dues will be based directly on the distribution shown in the preceding year's audit, and he is enabled to know

exactly what his next year's dues will be.

The dues for agency members will be based on a sliding scale proportional to the volume of billing, with the minimum dues fee lowered and the maximum raised. To induce advertiser interest and participation, the fees for that division will be set at a nominal scale.

With the plan approved in principle by both the membership and the board of directors, the actual scale of payment which will be applied to the structure, as indicated upon the budgeted requirements of the Bureau for the year, will be worked out by the dues committee. The schedule will then report to members for action.

The resolution looking toward a thorough investigation of the Bureau and all its works was introduced at the newspaper divisional meeting. Then the resolutions committee labored over it Thursday night until almost the time for the milkman to make his rounds.

In finished form it was passed by the convention Friday morning as follows:

Whereas, It is the expressed desire of many newspaper publishers that a thorough study be made of the operation of the Bureau; therefore, be it

RESOLVED: That the president of the Audit Bureau of Circulations be requested to appoint as a committee for this purpose the following eight newspaper members of the Bureau, or their designates, representing each of the regional divisions of the Bureau's newspaper membership, to study all by-laws, rules and operations of the Bureau, with the understanding that the report of the committee and its recommendations be made immediately available to all of the members of the Audit Bureau:

Verne Joy, The Sentinel, Centralia, Ill.

William H. Reed, The Gazette, Taunton, Mass.

J. Noel Macy, Yonkers Herald Statesman, Yonkers, N. Y.

J. F. Young, The Spokesman-Review, Spokane, Wash.

Frank Newell, The Blade, Toledo, Ohio.

W. J. J. Butler, The Mail and Empire, Toronto, Ont., Canada. Harry S. Webster, The Sun, San

Bernardino, Calif.
Walter C. Johnson, Chattanooga
News, Chattanooga, Tenn.

And be it further

RESOLVED: That the traveling expenses of the members of this committee be paid by the Audi Bureau of Circulations and assessed pro rata according to dues against the newspaper members of the Bureau.

The original intention was that the findings of the committee be presented to the 1935 convention. But the resolutions committee decided that the work should begin at once and report made to the membership as quickly as possible. President P. L. Thomson, in announcing the appointment of the committee as provided by the resolution, expressed the wish that not a minute's time be lost in getting to work.

When the project was introduced at the newspaper divisional meeting the thought was expressed that such an action might imply a criticism of the board of directors and management of the Bureau.

Jerome D. Barnum, publisher of the Syracuse, N. Y., Post-Standard, responded (and later reiterated to PRINTERS' INK) that no hidden, ulterior motive or implication of disapprobation is in any way involved in the proposal.

"The point of the investigation is simply this," he said. "The A. B. C. was conceived and planned in a horse-drawn age; this is a day of automobiles and airplanes. Similarly there have been marked changes in the publishing and advertising business, and the proposed investigation is merely a matter of taking inventory to see whether there are not some rules and modes of operation, admittedly good twenty years ago, that ought to be modernized. By approaching the task in this way, it should be possible to save a great deal more time and effort than if the changes are taken up piecemeal at the an-

rule go within a done in

Oct. 25,

RESOI of this comade in cedure within the in accord

When member included of anoththe large culation trarily in the large Numer

paid to te contribute vancement At the recognition Davis, Company twenty to R. Gotthe Burrout its presenter his serve

Russel

ing dire

peared a

introduce made a see prese There riam obseque Lewis B teen year has been to the the sign men when directoral made a see that the sign men when the sign men

C. Harn
The 1
memory
bers of 1
during t
read by
Presid

stood wl

nual rep still living board o 25, 1934

Toledo,

ail and

un, San

tanooga

raveling

of this

Audit

assessed

against

the Bu-

as that

ttee be

rention.

tee de-

1 begin

to the

ossible

in an-

e reso-

hat not

getting

introrisional

pressed

mply a

rectors

indard,

ated to

nidden.

ion of

ay in-

igation

lanned

s is a

planes.

narked

nd ad-

ely a

to see

rules

ittedly

ought aching uld be

more

nanges

ne an-

eau. ther of

da.

nual conventions from year to

The convention adopted a new rule governing newspaper "city within a city" situations. This was done in the following resolution:

RESOLVED: That it is the sense of this convention that a change be made in the Bureau's present procedure relative to municipalities within the city zone of another city, in accordance with the following:

When a municipality in which a member newspaper is published is included in the arbitrary city zone of another city, each newspaper in the larger city shall set forth its circulation in the municipality arbitrarily included in the city zone of the larger city.

Numerous special honors were paid to the living and the dead who contributed to the Bureau's advancement and welfare.

At the organization's luncheon recognition was made of F. R. Davis, of the General Electric Company, upon his record of twenty years as a director; and to R. G. Neeve, who has served the Bureau as an auditor throughout its twenty years. Each was presented with a scroll recording his service.

Russell Whitman, first managing director of the A. B. C., appeared at the final session and was introduced to the membership. He made a special trip from Florida to be present.

There was a special in memoriam observance of the passing of Lewis B. Jones, of Eastman, nineteen years a director. A memorial has been prepared for presentation to the Jones family which bears the signatures of more than forty men who served with him on the directorate. The entire assemblage stood while Managing Director O. C. Harn read the memorial.

The membership also stood in memory of thirty-two other members of the Bureau who passed on during the last year. The list was read by Guy S. Osborn.

President Thomson, in his an-

President Thomson, in his annual report, paid tribute to those still living who served on the first board of directors or who had much to do with the organization of the Bureau.

Among the group responsible for setting up the organization in 1914 or who served as members of the original board of directors," Mr. Thomson said, "are some who have passed on and some who have retired and others who are still active in the advertising world. Among the latter are: A. W. Erickson, then president of his own agency, now chairman of the Mc-Cann-Érickson Company; Louis Brush of the American Radiator Company, the first president of the Bureau, now retired: Burridge D. Butler, of the Prairie Farmer: F. R. Davis of the General Electric Company; O. C. Harn, then advertising manager of the National Lead Company, now our manag-ing director; Sam Leith, then prominent in the farm paper field, now associated with PRINTERS Williams Company, now chairman of the Robbins Publishing Company; Hopewell L. Rogers, then treasurer of the Chicago Daily News, now associated with the Hearst papers; Charles F. Jenkins, of the Farm Journal; F. D. Porter, of the National Builder; George M. Rogers, of the Cleveland Plain Dealer, recently retired; George d'Utassy, then of Cosmopolitan Magazine, now of Radio Guide; and Russell R. Whitman, first managing director."

Colonel Knox Describes Foreign Press

Colonel Frank Knox, publisher of the Chicago Daily News, addressed the Bureau's luncheon meeting. He described the status of the press under foreign dictatorships and told about the success of the A. B. C. as supplying a most interesting instance of self-policing.

Allyn B. McIntire, vice-president and advertising manager of the Pepperell Manufacturing Company and president of the Association of National Advertisers, Inc., presented the views of the A. N. A. relative to forced circulations and changes in the advertising structures as to rates and agency compensation. Mr. McIntire's address

Oct. 2.

will be treated at some length in PRINTERS' INK next week.

Stanley R. Latshaw, president of the Butterick Publishing Company and a long-time member of the Bureau's board of directors, gave an interesting description of how the board functions.

An address by Arthur H. Kudner appeared in PRINTERS' INK last week. One by Marco Morrow is presented in this issue, be-

ginning on page 93.

The Bureau's administration setup for the coming year remains the same as last, following the reelection of the following officers: President, P. L. Thomson, Western Electric Company; vice-president, F. R. Davis, General Electric Company; second vice-president, S. R. Latshaw, Butterick Publishing Company; third vice-president, Ralph Starr Butler, General Foods Corporation; secretary, T. F. Driscoll, Armour & Company; treasurer, E. R. Shaw, Power Plant Engineering.

Representing the Advertiser Division, Stuart Peabody, Borden Sales Company, was elected to a two-year term as director and Eben Griffiths, Socony-Vacuum, Inc., to a one-year term. Re-elected for two years were: Ralph Starr Butler, General Foods Corporation; Donald B. Douglas, Quaker Oats Company; L. R. Greene, Tuckett Tobacco Company, Ltd.; W. A. Hart, E. I. du Pont de Nemours & Company

Ralph F. Rogan, Procter & Gamble, E. Ross Gamble, Erwin, Wasey & Company, was elected to a twoyear term as representative of the Advertising Agency Division.

Advertising Agency Division.

For the Newspaper Division.

Walter M. Dear, Jersey Journal,
Jersey City, N. J., and W. F.
Schmick, Baltimore Sun, were reelected for two years.

F. W. Stone, Parents' Magazine, was re-elected for two years as representative of the Magazine

Division.

Marco Morrow, Capper Farm Press, was re-elected for a twoyear term representing the Farm Paper Division.

Mason Britton, McGraw-Hill Publishing Company, was reelected for two years as representative of the Business Paper Division.

Two divisional committees were

elected, as follows:

Advertising Agency Division:
L. T. Bush, The Blackman Company; E. H. Cummings, William Esty & Company; George Pearson, J. Walter Thompson Company; C. F. Goldthwaite, J. J. Gibbons, Ltd.; J. J. Hartigan, Campbell-Ewald Company.

Farm Paper Division: Benjamin Allen, Curtis Publishing Company; W. G. Campbell, Indiana Farmer's Guide; P. D. Mitchell, The Farmer's Advocate & Home Magasine; Dante Pierce, Wisconsin Agriculturist & Farmer; P. E. Ward, The Farm Journal.

Made Trustees of Paper Firm

The United States District Court at Minneapolis has filed an order making permanent the appointment of C. T. Jaffray, R. H. M. Robinson and S. M. Archer as trustees of the Minnesota and Ontario Paper Company. The Court also authorized the continuance of Mr. Robinson as business manager for the trustees.

Consumer Campaign for Norton

Magazines will be used in a consumer campaign which the Norton Company, Worcester, Mass., will conduct in the interest of its abrasive products. Fullpage, bleed advertisements are to be used. The John W. Odlin Company, Worcester agency, is handling the account.

New Book by R. T. Gebler

Robert T. Gebler, an executive with the Stewart-Jordan Company, Philadelphia agency, is the author of "Full Speed to Success," which is being published by the N. B. Lippincott Company. It deals with the principles of success and the financial and physical aspects of a well-planned program.

Joins Cleveland Brewer

Y. H. Chalifoux, for seven years general sales and advertising manager of the Atlas Brewing Company, Chicago, has been appointed assistant to the preident of the Brewing Corporation of America, Cleveland. His present duties will pertain mainly to the direction of sales for Carling's Ale.

In Oklahoma

THE WEEKLY

STAR has 6,371 fewer rural route subscribers in Oklahoma than the largest farmers' publication circulating in that state.

8% less rural route circulation in Oklahoma at a saving of 48% in the advertising cost a net value 40% greater!

Journal, W. F. were re-Magavo years

25, 1934

Gamble, Wasey o a twoe of the ion. Division

Magazine
r Farm
a twone Farm

raw-Hill was rerepreseniper Di-

Division: an Com-William re Pearn Come, J. J. Hartigan,

Benjang ComIndiana
Mitchell,
ir Home
Wisconmer; P.
nal.

tive with Philadelof "Full eing pub-Company. of success al aspects

chicago, the presration of the duties

ow about some nic ETO





McColl's FICTION & NEWS for TRAVEL - CIGARETTES - CAMEN CAll'S NEW LAND AUTOMOBILES - BOOKS - INSURANT NOW USIN

NO US

Oct. 25

her s sessier to than to obvious e, to d mble selli

selling m gazine a sell fall fa advert des on for r in a be copy on ly one m rned thi er's ad

vet obvio

cCall's-v kes adve ement is similar, n illustrate shion ne er in the he is read

on ch Call's de all's Hom

travel, a advertise k a McCa

results a Call's and

nic ETCHIIP

NO USE, young man. Give up. Mais thinking about shoes to go with all wardrobe. Don't waste your time her something to eat. She isn't in

masier to make proper use of a woman's than to try to change them.

obvious truth? Yes, it is obvious, for le, to department stores with their mble selling methods, but apparently net obvious to magazines, judging by selling methods.

nzine articles create moods. Articles ell fall fashions help sell the wares of advertisers—not soup or silverware. e on food and homemaking put the r in a better mood to read food copy copy on lipstick and powder.

dy one magazine (so far as we know) umed this merchandising truth to the riser's advantage.

call's—with its three magazines in one akes advertising pay better. Your admement is matched with editorial con-similar, not antagonistic, in mood.

illustrate: If you sell products to meet shion need, her beauty wants, you'll her in the mood to accept your help-theis reading McCall's STYLE & BEAUTY.

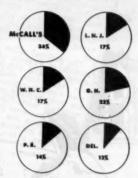
ve your story on ketchup, on household s, on child care for the magazine Call's devotes to these subjectsall's HOMEMAKING.

es - restruct the rest, the products for her leisure, travel, automobiles, cigarettes and so advertise in McCall's Fiction & NEWS.

k a McCall representative to show you results advertisers are getting from S. CAMELA Call's new make-up. Ask advertisers who insulate now using McCall's. Try the new all's and see for yourself.



wide margin shows you something about what magazine women prefer when they sup up to a newsstand and pick out in own competision the magazine that pleases them n



NATURALLY MCCALL'S shows by far the on of newsetand sales in our



TOILET BOODS ADVERTISES continue to use more columns of space in McCall's. (They must be getting more for their money!) Here are the figures in columns for the first eight months of 1934:

McCall's	535
Woman's Home Companion	491 -
Ladies' Home Journal	
Good Housekeeping	395
Delineator	240
Pictorial Review	136

CAL EQUIPME



HIS is but one more indication of the sound conditions that exist in this section . . . another

proof that this market offers a highly profitable outlet for merchandise of every description.

To reach and sell Kentuckiana, the Greater Louisville Market, you need use only one low cost medium-

The Conrier-Lournal. THE LOUISVILLE TIMES.

Major Market Newspapers, Inc.—Audit Bureau of Circulations Members Midsvest Gravure Group

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

THE f put over prices o goods or Read's o latest uni stores-re featured i ucts in advertisin prices. M -sundry and ci drugs, bu was on na Feature

weeks in with the advertises job by sh story, the uct: other ments. M considera their purp of their



National Brands Help Chain Build Sales

Used as Spearhead of Advertising Drive

THE first thing a chain drug store usually thinks of to put over an opening sale is to cut prices on nationally advertised goods or on off-brand products. Read's of Baltimore, opening its latest unit—it now has thirty-nine stores—reversed this procedure and featured nationally advertised products in windows and newspaper advertising at everyday stabilized prices. Many "leaders" were used—sundry items for the most part—and cut prices on household drugs, but the bulk of the business was on nationally advertised goods.

indicans that

another

r mer-

Market,

Feature windows were planned weeks in advance, many of them with the special co-operation of advertisers. Some displays did their job by sheer beauty; others told a story, the story behind the product; others showed vast assortments. Many displays were especially built for this opening at considerable cost; others achieved their purpose by the very simplicity of their design.

However, every window was different, distinctive and interesting. They made people forget that the price was no lower than yesterday's or tomorrow's. Upwards of thirty-five manufacturers helped create these displays; some constructed them in their own shops, others furnished an idea only.

One house secured a photograph of a manicure set over 5,000 years old to use as a centerpiece, another a history of pharmaceuticals, vaccines and biologicals.

A total of eight full newspaper pages were used for the four-day opening. Every illustration used was an actual photograph of the item and each was featured with plenty of white space. This radical change from the customary chain drug advertising helped show the public that here was something unusual—an event they couldn't afford to miss.

In the opinion of this chain store, nationally advertised products at stabilized prices are definitely an attraction to the public when they create the desire to own the merchandise, and don't merely shout "price." Radio and street car advertising were used as teasers in advertising the opening, no prices used.

The store was an attraction in

itself. It is four stories high, completely air conditioned, with 23,000 square feet of selling space-claims to be the largest drug store in the United States:

The store estimates that 150,000 customers called during the open-

Macfadden Buys "Photoplay"

THE Macfadden Publications, has purchased Photoplay Magazine, New York, effective with the December issue of that publication. No changes in editorial policy, it is stated, are contemplated.

Herbert Donohoe and Curtis Harrison continue as Eastern and Western advertising managers. Carroll Rheinstrom will be advertising manager as well as being advertising manager of Macfadden's Women's Group.

Miss Kathryn Dougherty, former publisher of Photoplay, joins the Macfadden Organization where she will continue in complete charge of Photoplay's editorial activities.

Pacific Coast Appointments by Hearst Magazines

by Hearst Magazines
Francis S. Mygatt, Ralph F. Brett
and Robert W. J. Carey have been given
new Pacific Coast appointments, it is
announced by Earle H. McHugh, vicepresident in charge of advertising of
the International Magazine Company.
Mr. Mygatt on November 1 becomes
Pacific Coast manager of Cosmopolitass. He will also represent House
Beastiful, Town & Cossiery, Motor
Bootsing, American Druggist, Motor and
American Architect. He has been with
the Eastern staff of Cosmopolitan for
several years.

the Eastern stan of Cosmoposusm for several years.

Mr. Brett, Pacific Coast manager of Cosmopolius and Harper's Bassar since the spring of 1933, becomes Pacific Coast manager of Good Housekeeping.

Mr. Carey, of the Eastern staff of Harper's Bassar, has been appointed Pacific Coast representative of that publication.

lication.

New Accounts to Van De Mark

The advertising accounts of the fol-The advertising accounts of the following have been placed with the Curtis W. Van De Mark Advertising Agency. Cincinnati; Credit Guarantee Association, Minneapolis; Springfield Products Company, Springfield. Ohio; Elmco Equipment Company, Indianapolis, and the Taylor Hat & Cap Company and Tru-Tex Hosiery Company, both of Cincilia.

Young & Rubicam Have Agfa Ansco Account

The Agfa Ansco Corporation, Bing-hamton, N. Y., Agfa films and Ansco cameras, has appointed Young & Rubi-cam, Inc., as advertising counsel.

How P.I. Helps the I.Q.

WESTINGHOUSE ELECTRIC & MANUFAC-TURING COMPANY EAST PITTSBURGE, PA.

Editor of PRINTERS' INK:

Please accept my compliments on "The More P.I. the Higher the I.Q."

That is certainly an attention-arresting phrase and one that means something, as any advertising man or sales executive who has been reading Printers' INK over a period of years must admit

Very appropriate is it too, that PRINTERS' INK, the magazine of advertising, should exemplify in its own advertising the best principles of the art, or profession, or whatever you wish to call it.

RALPH LEAVENWORTH.
General Advertising Manager.

Spiner Succeeds Ryan at Shell

L. H. Spiner, assistant advertising manager of the Shell Petroleum Company, St. Louis, has been appointed advertising and sales promotion manager, succeeding Paul Ryan, who will join Donahue & Coe., Inc., New York agent, as vice-president, in charge of sales promotion on Newsonbert. motion on November 1.

Zoll with MacDonald Bros.

Allen Zoll has joined MacDonald Bros., Boston, industrial and marketing engineers, as vice-president in charge of sales. His headquarters will be in New York. Mr. Zoll previously was with Ingersoll-Collier-Zoll & Norvell, isc., sales and merchandising counsellors.

 D_{lot}^{EP} method reversa agreem mission sold to buving

Mos

And in mark with m are fre sion of cialty s commod I wil hard for

type of

and who ago it products stant ne were s which h mate us buy vol But i make tl

for the new pro buying 1 natural thrown into the that mu. Nudis

not, as wearing of cloth sary are items m aggressi some res headed wearing viding a concern garters these ar carded 1

men, the

Staples Become Specialties

Most Things Must Be Sold Now, and Here Is How Paint Company Met the Condition

By Grover M. Hermann

President, American Asphalt Paint Co.

Depression markets did a lot of things to marketing methods, ranging from complete reversal of selling plans to full agreement with the too general admission that goods could not be sold to prospects who did not have buying power.

And because so many changes

in marketing plans have been made, with more to come, no doubt, we are frequently exposed to discussion of the relative merits of specialty selling methods and staple commodity selling methods.

I will admit frankly that it is hard for me to determine just what type of products are specialties and what are staples. A few years ago it was generally agreed that products for which there was constant need and voluntary demand were staples, and that products which had to be sold to the ultimate user because he would not

buy voluntarily, were specialties. But it seems impossible now to make the distinction by products, for the complications set up by new product development, reduced buying power, changing habits and natural market evolution have thrown practically all products into the classification of things that must be sold.

Nudism threatens, seriously or not, as you care to view it, the wearing apparel industry. Articles of clothing once considered necessary are being discarded and these items must now be promoted so aggressively that they become, in some respects, specialty items. Bareheaded men without garters and wearing no undershirts are providing a problem that must frankly concern the manufacturer of hats, garters and underwear. And if these articles of apparel are discarded by a sufficient number of men, they will cease to be necessary, staple items of apparel and will, in truth be specialties.

Then we see some products that are being sold both as staple commodities and as specialties. Hosiery is an example. Most hosiery is purchased in stores by men and women who, needing hosiery replacements, go voluntarily to buy. But hosiery is also sold by direct selling or so-called specialty methods in the home by salesmen who do not wait for voluntary orders.

My own attitude is that the difference between specialty products and staple products is not to be found in the products themselves, but in the minds of the makers and the condition of the markets.

And to those who express interest in the aggressive selling methods we employ on our paints, we can only say that while we will agree that paint products staples to a certain extent, we have demonstrated that paint can be sold in substantial volume to users who would not voluntarily buy at the time but who need the protection of paint none the less.

What Increased House **Equipment Sales Mean**

During the last year I have been extremely interested in the various evidences of industrial recovery and in sales records which show increasing ability to buy. I have noticed that so far as consumer buying power is concerned, there is considerable increase in the purchase of items of household equipment, as for example washing machines and electric refrigerators. It seems to me that increased buying of such items as these indicates very definitely that families are interested in improving the living and working conditions of their homes.

That condition is naturally quite

s. ac Donald harge of in New il, Inc.,

150,000 e open-

ay"

25, 1934 h, com-

a 23,000 -claims e in the

ertising adveradden's

y, fory, joins n where omplete rial ac-

LAN UPAC-

on "The ns some or sales PRINT-ars must

oo, that of adver-own ad-the art, wish to Manager.

Shell vertising ım Cominted admanager, will join k agency,

Oct. 25,

Represent

NEW Y

CHICA

interesting to paint manufacturers, for it shows promise of buyer interest that should eventually express itself in the purchase of paint for both interior and exterior application.

But the average family, left to its own devices, will usually purchase quite a number of products such as radios, electric refrigerators and automobiles before they come to the matter of paint. So, since few families have sufficient buying power to satisfy all their desires, we believe it is sound business to compete for our share of their purchasing power with sales and advertising appeals as powerful as those used by manufacturers of other products who are also after their share of the available purchasing power.

purchasing power.

In other words, we believe that we can render a greater service, and can certainly sell more paint, by trying aggressively to sell paint rather than by waiting for people to buy it voluntarily. As a matter of fact, that is the basic selling plan we have always followed.

For example, when we began manufacturing black asphalt roof paint in 1913, we entered into competition with companies which had been manufacturing and supplying the need for black roof paint for years. We felt that there was a market for an improved roof paint and tests proved we had a better product, but even more important were the findings of a survey we made which revealed that 70 per cent of all building owners neglected their roofs.

Sales Opportunities, but Aggressiveness Was Needed

We saw possibilities of doing a fair volume of business by conventional methods applied to our improved product but far greater opportunities offered to us by the process of going out aggressively to sell the idea of roof protection to the 70 per cent of building owners who were neglecting their roofs.

As a matter of fact, we did not really sell paint at the outset. We did not talk about paint or about prices. We talked about roofs. We took building owners and building

superintendents up onto their roofs, pointed out the conditions existing there, showed them the need for protection and discussed the possible loss and damage from leaking roofs.

Had we done this job through our own salesmen calling on users, the plan would have been quite unusual at the time, but as a matter of fact, we reversed the field and did the job through dealers. And here again we sold ideas rather than paint.

We talked to dealers about the possibilities of increased volume and profit to be gained by selling roof protection rather than waiting for building owners to come in and ask for roof paint. We took dealers and their salesmen out to call on prospective customers, showed them how asphalt paint could be sold, started them following our basic plan and they have been continuing to follow it ever since, proving to their own satisfaction that there is greater volume and profit in selling paint intelligently than in waiting for customers to buy.

Specialty Methods on a New Product

This philosophy has been applied to the marketing of all our products, but even with greater success than attended our introduction of a new aluminum paint in November, 1931.

There is little need to review here the conditions existing in the paint industry at that time. Depths of depression. Little demand for maintenance paints, industrial finishes or for house paints. Paint dealers wondering how long it was going to last. All in all a poor time, most observers would have thought, to introduce a new paint product.

But here again we thought we saw an opportunity to do with specialty selling methods what could not be done otherwise.

Aluminum paint up to that time was not a particularly important item in any paint manufacturer's line. Its use was limited to a few exterior applications such as tanks and towers. And so far as dealers were concerned there was prac-

First in America

among evening newspapers

IN DEPARTMENT STORE ADVERTISING

There are 1531 evening newspapers in the United States and Philadelphia's EVENING LEDGER leads them all in Department Store advertising volume . . . a steady, result-producing progress from TWENTY-FIRST PLACE in 1931 to FIRST PLACE today.

First in Philadelphia in Retail Display Advertising

For the first 9 months of this year, the EVENING LEDGER published MORE retail display advertising than any other Philadelphia newspaper—six-day evening or seven-day morning and Sunday.

First in Philadelphia in Total Display Advertising

During this same period, the EVENING LEDGER'S volume of Total Display Advertising was greater than that of any other Philadelphia newspaper.

First in Philadelphia

in News among evening newspapers

Day in and day out the EVENING LEDGER publishes more news and more features than any other evening newspaper in Philadelphia.

The EVENING LEDGER'S outstanding leadership in news and advertising means MORE money-saving opportunities for its readers. To the advertiser it offers unquestionably, the biggest dollar-for-dollar advertising value in Philadelphia.

EVENING PUBLIC LEDGER

Representatives:

NEW YORK Hugh Burke, 60 E. 42nd Street, Murray Hill 2-1900 CHICAGO John E. Lutz, 180 North Michigan Avenue

l for posaking

, 1934 coofs,

ough asers, quite matfield alers, ideas

sellthan s to paint. salesspechow arted

plan

ng to ere is sellwait-

eater oducnt in eview n the epths I for fin-Paint was

poor have paint t we specould

rtant rer's few anks alers

Oct. 2



THE BOOTH NEWSPAPERS

Business is UP Agriculture is UP Lineage is UP Circulation is UP

> Now as never before. The Booth Newspaper Market is ideal for test campaigns. Business, agriculture, lineage and circulation are on the UP. Recovery in Michigan has been positive and permanent. Here is a great market where a true test is possible.

> These eight Booth Newspapers cover this area with a con centrated coverage that reaches practically every home without waste or duplication. Sales and advertising cost are lower here.

Total Circulation 258,428

A. B. C. Publishers' Statement for period ending September 30, 1934.

A 12-Month Gain of 20,941

Grand Rapids Press Flint Daily Journal Saginaw Daily News Jackson Citizen Patroit Muskegon Chronicle Bay City Daily Times Kalamazoo Gazette Ann Arbor Daily News

I. A. KLEIN, Inc., Eastern Representative 50 East 42nd St., New York

J. E. LUTZ, Western Representative 180 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, INC.

dring th 934 there produ rators in

Employme nore than leration e Musk owing a eriod of farch 30,

Lover

I. A. K

E. 42nd 5

5. 1034



During the first nine months of 334 there was a 68% increase in he production of Norge refrigrators in Muskegon compared with the same period of 1933.

CHRONICLE Circulation UP Alsol

imployment in Muskegon has increased nore than 26% over 1933. With this aceleration of production and employment, he Muskegon Chronicle has kept pace howing an increase of 2,620 over the same period of 1933 and a gain of 1,197 since farch 30, 1934. 21,095

A. B. C. Publishers' Statement for Perio Ending September 30, 1934.

Cover This Healthy Market with the One Newspaper

THE MUSKEGON CHRONICLE

One of the Eight Booth Newspapers of Michigan

l. A. KLEIN, Inc. E. 42nd St., New York J. E. LUTZ 180 North Michigan Ave., Chicago



is ideal and cirhas been where a

ERS

h a cony home ng costs

aronicle aily New

Chicago

84,039 Dress Patterns

were sold by the Home Department of

PROGRESSIVE FARMER

during the 12 months ending Aug. 31, 1934

Such reader-response is one reason why

94 Advertisers of Household Products

-representing 77 all-edition

and 34 new accounts-

have used Progressive Farmer in 1934

Oct. 2

paint, busine ing d salesn

paint

far n be depromethat velope We alumitions docks transp many found

tions, as we ideal interi power rooms plicat stand cold, laund In

only alumi opera deale volun De

Rob acting of Ac paper appoin in C Hanff Comp

The has a its st merly will if fifth

F. ager electe paper

of

934

hy

tically no volume on aluminum paint, for the limited amount of business on this product was being done by paint manufacturers' salesmen selling to users direct.

Our idea was that aluminum paint was adaptable to many uses not previously recognized, that a far more extensive market could be developed through intelligent promotion and selling methods, and that this business could be developed for and by our dealers.

We determined the advantages of aluminum paint for such applications as building exteriors, bridges, docks, fences, for all types of transportation carriers and for many other exterior uses. We also found numerous interior applications, industrially and commercially as well as in the home. It was an ideal protective coating for factory interiors, piping systems, electrical power plants, boiler and engine rooms and for general interior application where paint must withstand effects of steam, water, heat, cold, ice and brine, as in dairies, laundries, breweries and bakeries.

In a word, we had a picture not only of entirely new markets for aluminum paint but of a plan of operation that would enable our dealers to add a new source of volume and profit.

Dealers were eager to learn how

they could turn the opportunity into profits. We showed them and helped them and they have been showing us, ever since, sales volume on aluminum paint that has made American Asphalt Paint Co. a consistent leader of the industry on this item.

There are quite a number of points that prove the effectiveness of specialty selling methods so far as our company is concerned. Our growth from 1913 when we started operations with \$5,000 capital, the fact that our volume today requires four factories, and our record throughout the depression years in which we were able to keep well above the performance average of 588 other paint companies must be accepted as convincing proof.

But the evidence we value most highly is that submitted by our dealers who must be looked to after all to determine whether our methods have been successful.

Since our record of results obtained has been unusually satisfactory, our dealers commend our aggressive selling policies and their customers regularly repeat in the purchase of our products, we feel that time and experience has justified the selling policies to which we have committed ourselves ever since the introduction of our first product in 1913.

Bureau of Advertising Appoints Tate

Robert T. Tate, for several months acting Western manager of the Bureau of Advertising of the American Newspaper Publishers Association, has been appointed manager. His headquarters are in Chicago. He was formerly with Hanff-Metzger, Inc., Erwin, Wasey & Company and the Curtis Publishing Company.

Second Columbia Playhouse

The Columbia Broadcasting System has added a second Radio Playhouse to its studio line-up. The new unit, formerly the Avon Theatre, New York, will be known as the Columbia Forty-fifth Street Radio Playhouse.

Midwest Executives Elect

F. B. Cunningham, advertising manager of the Topeka Capital, has been elected president of the Midwest Newspaper Advertising Managers Association.

Danziger Heads New Division, Golden State Company

The departments of merchandising, sales promotion and advertising of the Golden State Company, Ltd., California dairy products distributor, have been consolidated and Nathan Danziger has been appointed head of the newly organized department. For the last year he has been manager of merchandising service for the company.

Lunke Joins Seattle Agency

The Strang & Prosser Advertising Agency, Seattle, has established a radio department with J. R. Lunke in charge. For the last several years he has been with the commercial department of the National Broadcasting Company and with KOMO and KJR in Seattle.

Names F. & S. & R.

Advertising of Kensington, Incorporated, of New Kensington, Pa., metal ware, is being handled by Fuller & Smith & Ross.

Plan Newspaper Studies

Advertising Executives Appoint Committees for Advancement of Activities in Four Lines

RATES, merchandising co-operation, Saturday linage and broad advancement of the cause of newspaper advertising are subjects on which the Newspaper Advertising Executives Association plans to make some definite, practical contributions during the next six months. In the association's meeting at Chicago last week, groups were set up to make exhaustive studies on these matters and present reports ready for action at the next meeting in June.

Irwin Maier, Milwaukee Journal, was named chairman of a committee to inventory and analyze the existing scope and administration of newspaper merchandising activities. With him will work: Frank E. Tripp, Gannett Newspapers; William E. Donahue, Chicago Tribune; Fred Archibald, New York American; and Jack Finneran, Scripps-Howard Newspapers.

The group to study advertising rate structures is headed by William F. Rogers, Boston Transcript. Serving with him are: A. M. Clapp, Clinton, Iowa, Herald; Linwood I. Noyes, Ironwood, Mich., Globe; and Harvey Young, Columbus Dispatch. The matter of rates, now as always, is

a live one and the rate differential aspect of it came in for considerable discussion, as is noted in later paragraphs.

The spreading of the five-day week has made the problem of advertising revenue in Saturday issues a serious one in many cities. A committee to study conditions and make recommendations for bringing Saturday volume more nearly in line with that of other days of the week was named as follows: H. S. Conlon, Grand Rapids, Mich, Press, chairman; J. B. Webb, Detroit News; R. F. Geneva, Des Moines Register-Tribune; and R. L. Litchfield, San Francisco Call-Bulletin.

Another group was set up to cooperate with the Bureau of Advertising of the American Newspaper Publishers Association and Major Market Newspapers, Inc., in the general advancement of the cause of newspaper advertising. Alvin Magee, Louisville Courier-Journal, Times, heads this committee, aided by: F. J. Oexman, Cincinnati Times-Star; Carl P. Slane, Peoria, Ill., Journal-Transcript; and Robert Wolf, Dayton News.

An augmented committee to deal with the matter of advertising agency relations was also ap-



(Left to right) Alvin Magee, Louisville Courier-Journal; Frank E. Westcott, Gary Post-Tribune; R. A. Wolf, Dayton News

24

Oct. 2

that

Mor

ble t mar

was

tota

late

posi

THI

to s

NA

indispensable

More and more each year advertisers are realizing that the use of The Sun-Telegraph is indispensable to a complete coverage of the rich Pittsburgh market! • In 1928 The Pittsburgh Sun-Telegraph was TWENTY-FOURTH in the United States in total advertising linage. In 1933... only six years later... The Sun-Telegraph had risen to NINTH position! • That's something for advertisers to THINK about and to ACT upon when planning to sell merchandise in the Pittsburgh territory!

Authority, Media Records

THE PITTSBURGH SUN-TELEGRAPH

NATIONALLY REPRESENTED BY PAUL BLOCK AND ASSOCIATES

ement

erential onsiderin later

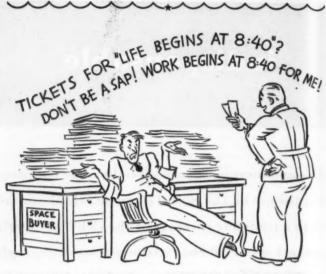
five-day
of ady issues
ies. A
ons and
bringnearly
days of
ollows:
Mich.

Mich., bb, Dea, Des and R. o Call-

of Adewspan and a, Inc., of the rtising. ourierommitn, Cin-Slane, script;

Slane, script; News. to deal rtising o ap-

E.



"This list is full of grief. Oh! for a bunch of papers like The Journal of Portland, Oregon"

• Beyond a doubt the curtain would rise on easier work for space-buyers, surer results for advertisers, if the stage were set with more newspapers like The Journal. But the lime-light shines on only five other newspapers in all the country, in cities of 300,000 or larger, that fulfill to the final curtain the greatly desirable *Rule of Three*.

The RULE of THREE:

- The daily Journal has the largest daily circulation in the
- + Pacific Northwest . . . it has 31% more city circulation than any other Portland daily.
- The daily Journal leads in retail linage, general linage, total paid linage.
- The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.

THE JOURNAL PORTLAND, OREGON

REYNOLDS - FITZGERALD, INC., NATIONAL REPRESENTATIVES
New York . Chicago . Detroit . San Francisco . Los Angeles . Seattle

Oct.

pointe Star, inclu-Time Mirr Journ Ind., Auer A

paper of C lunch geral Fitzg the r ous i ers n deale lowe

manuthe gwhol cosm ufact "Wa carei grouplace local

fore, ing is at remone grad class place eral-

corr

Whe Man: Joh cific Hous Fran: His cemb succe San

New and aids, Inc.,

adve

of

on

REE:

ERSHIP

has the

on in the

. it has

ulation

daily.

eads in

linage,

he lowy daily rest.

GON ATIVES Seattle pointed. L. W. Herron, Washington Star, is chairman. Other members include: Don Bridge, New York Times; Fred Pearce, Altoona, Pa., Mirror; Irwin Maier, Milwaukee Journal; Frank Westcott, Gary, Ind., Post-Tribune; and George J. Auer, New York Herald Tribune.

A report on advertising rate discrimination, prepared by the Newspaper Representatives Association of Chicago, was presented at the luncheon session by John T. Fitzgerald, vice-president of Reynolds-Fitzgerald, Inc., and president of the representatives' group. Numerous instances of national advertisers now placing their copy through dealers and thereby getting the lower local rate were cited.

"Practically the only groups of manufacturers who are still paying the general, or national, rate as a whole are the grocery, proprietary, cosmetic, cigar and cigarette manufacturers," Mr. Fitzgerald stated. "Ways and means are being carefully considered by these latter groups whereby they, too, might place their advertising through local sources.

"It is not such a far cry, therefore, to the day when all advertising in newspapers will be charged at retail rates. In the meantime, the money return to newspapers is gradually diminishing from many classifications that did in the past place their advertising on a general-national rate basis.

"The only way newspapers can correct the situation is by refusing to grant retail rate preference on general copy placed by dealers, distributors and jobbers. The practice must be discontinued if local advertisers are to continue to receive retail rate preference. Otherwise retail rates will have to be increased if the publisher is to maintain a satisfactory income from advertising."

A positive stand on the question by newspapers is the only thing necessary for the correction of this evil, Mr. Fitzgerald went on. "Accomplishment is not difficult and those publishers who have adopted a definite rule now have no trouble whatever," he said.

In subsequent discussion, it was brought out by members that competition between newspapers in the same city has much to do with the existence of rate discriminations. There seemed to be a general agreement that negotiation among competing papers to adhere firmly to definition of what is entitled to the local rate and what is not may be the ultimate solution.

Numerous other subjects were discussed in the all-day session, which was presided over by President George J. Auer, including the housing program, salesmen's compensation and administration of the sales staff.

Harold H. Anderson, director of the Gallup Research Bureau, urged the importance of newspapers doing a better job in selling their editorial content and its acceptance to advertisers.

Whedon, San Francisco Manager, L. & T.

John F. Whedon, who has been Pacific Coast advertising manager of Good Housekeeping, has been appointed San Francisco manager of Lord & Thomas. His appointment becomes effective December I. K. C. Ingram, whom he succeeds, is opening his own office in San Francisco as a sales promotion and advertising counsel.

New Account to Bowman

The California Perfume Company, New York, Avon cosmetics, perfumes and toiletries and Perfection household aids, has appointed Luckey Bowman, Inc., New York, as its advertising agency.

To Edit "Water Works Engineering"

William W. Brush has been appointed editor of Water Works Engineering, New York. He has just returned from a European trip following his resignation last May as chief engineer of the Department of Water Supply, Gas & Electricity, New York, where he had served continuously for forty years.

With "Golf Illustrated"

Miss Helen Seitz has joined the staff of Golf Illustrated at New York. Other additions to the staff are J. W. Greely, Seattle; Robert F. Farnham, Chicago; and J. McA. Johnson, Brookline, Mass., covering New England.

While They Weren't Looking: A.B.C. Snapshots



He's there every year — Col. B. Morgan Shepherd, Southern Planter.



Horace Klein, Webb Publishing Co., thinking it over (with aid of trusty pipe) at meeting of Agricultural Publishers' Asso-ciation.



Frank Braucher, Con Publishing Company, I did he ever miss an A meeting?



At the A.B.C. luncheon — Stanley Latshaw, Col. Frank Knox, P. L. Thomson, O. C. Arthur Ogle, W. E. MacFarlane, John Benson, Mr. Babcock, F. R. Davis.



Fred Bohen, of Mere-dith, and W. C. (Bill) Allen, taking it easy as the farm paper publishers talk things over.



A. (E

ng:

Company. or miss an

on, O. C. I



Jo de

B. W. Robbins, vice-president, Outdoor Advertising, Association; W. C. D'Arcy, of St. Louis; John Benson, president of 4 A's; George W. Kleiser, president, Outdoor Advertising Association.

H. W. Stodghill, Louisville Courier-Journal, presiding at hot newspaper departmental meeting; Managing Director O. C. Harn speaking.



John F. Tims, Jr., of New Orleans Times-Picayune and States, and George M. Burbach of St. Louis Post-Dispatch.



Arthur Moore, of Hearst Newspapers, and Stanley Latshaw at A.B.C. meeting.



W. A. (Bill, of course) Hart and har Ogle registering genuine interest LB.C. general session.



Harry Boyd Brown, of Philco, speaks right out in meeting at luncheon of Major Market Newspapers, Inc.

Another Two-Foot Shelf

What Books Not about Advertising Should Be Read by Men in the Business?

RUTHRAUFF & RYAN, INC. LOS ANGELES

Editor of PRINTERS' INK:

Some time ago you carried on a very interesting series of articles about the fifteen leading books on advertising.

I wonder if it would be possible to get a list of the books selected.

P. O. NARVESON.

YEAR ago PRINTERS' INK asked its subscribers to ballot on the fifteen best books on advertising. When the returns were in it was found that several books were tied for last place with the net result that eighteen books were chosen.

The books chosen were as fol-

Advertising Copy, by George Burton Hotchkiss.

The Advertising Handbook, by S. Roland Hall.

Advertising, Its Economics, Philoso-phy and Technique, by Herbert

Advertising Procedure, by Otto Kleppner.

Careers in Advertising, edited by James Alden.

Economics of Advertising, by Ronald S. Vaile.

Facts and Fetishes in Advertising, by E. T. Gundlach.

The History and Development of Advertising, by Frank Presbrey. Making Advertisements and Making Them Pay, by Roy S. Durstine.

Manual of Modern Advertising, by Kenneth M. Goode.

Masters of Advertising Copy, by J. George Frederick.

More Profits from Advertising, by Kenneth M. Goode and Carroll Rheinstrom.

My Life in Advertising, by Claude C. Hopkins.

New Psychology of Selling and Advertising, by Henry C. Link.

Principles of Advertising, by Daniel Starch.

Psychology in Advertising, by Albert T. Poffenberger.

Tested Advertising Methods by John Caples.

The Written Word, by H. A. Batten, Granville Toogood and Marcus Goodrich.

Because of the wide interest in this list, PRINTERS' INK is going to put another voting problem up to its readers. In times such as these it is highly important that men in the advertising business have a broad view. While it is essential that they know the literature of their own business, it is just as essential that they read books on non-advertising subjects which will help them to carry on their jobs without keeping too closely to one

Therefore we are asking our readers the question: "What fifteen books not about advertising do you think should be read by advertising men?" When the replies are in another two-foot shelf of books will be published.

Direct Columbus Club Committees James Humphries, president of the Advertising Club of Columbus, Ohio, has appointed the following committee chairmen: Joel M. Burghalter, program; Harry J. Nichols, "Advocate"; M. G. Pittman, publicity; W. J. W. Daub, social; A. E. Hoover, luncheon; Henry Holderle, membership; Harry G. Mumm, acquaintance; Samuel Shinbach, promotion: A. Hedrick, exposition.

tion; A. Hedrick, exposition.

Heads Port Huron "Times-Herald"

William W. Ottaway, has assumed the duties of his father, the late E. J. Ottaway, as a partner of Louis A. Weil in publishing the Port Huron, Mich. Times-Herald. Mr. Ottaway has resigned as manager of the St. Petersburg, Fla., Times, and becomes president and business manager of the Times-Herald. Mr. Weil is vice-president and treasurer, and J. H. Ottaway, secretary.

MACFADDEN PUBLICATIONS

INCORPORATED

Acquires

PHOTOPLAY MAGAZINE

With the December Issue

The Qualities of Dignity, Intelligence and Mechanical Beauty which have made Photoplay Unique in the Motion Picture Field will. be unchanged

KATHRYN DOUGHERTY, Former Publisher of Photoplay, Will Continue In Complete Charge Of Editorial Activities

HERBERT DONOHOE and CURTIS HARRISON
Will continue as Eastern and Western
Advertising Managers

f

Men Men

sing, by

ing, by

Claude

ind Ad-

y Dan-

by Al-

A. Batd Mar-

rest in going lem up uch as nt that usiness is es-

rature just as oks on the will r jobs to one

g our nt fifrtising ad by ne reshelf

ssumed E. J. Weil Mich., as rersburg, nt and Herald.

asurer,

Houseful of Time Zones

THIS matter of keeping up with the Joneses grows more complex. Not only do the Joneses harbor two automobiles but—as it now

develops—they're possessed of four time zones.

And now the Joneses can't keep up with themselves!

The Joneses' crisis is disclosed, currently, in the opening advertisements of a new merchandising campaign launched by the Warren Telechron Company.

Consumer copy presents a cut-away picture of the Jones residence—kitchen, living-room, a bedroom, and the nursery; and in each of these four rooms hangs a clock that, on the matter of what time it is, disagrees with the three others.

Illustrations portray four Telechron clocks, each adapted to a specific pur-

pose.

In part, the copy reads:
"Talk about keeping up
with the Joneses—they can't
even keep up with them-

even keep up with themselves! Four clocks in the house and no two agree! It takes a lot of running up and down and calling back and forth, to decide which is right, if any. They live by Daylight Wasting Time. "One Telechron Electric Clock

"One Telectric Clock would help the Jones household a lot. Four Telechrons would put them on Standard Time to stay! Four would provide a complete, timekeeping system—one time, the right time, all through the house. And never any need of winding..."

Dealer copy, backing the con-

sumer advertising, announces that "for fall, 1934, Telechron plays to a full house."

"Your clock department can



PLEASE WOULD BY THEM
PIE BERT THE ACT BY
BE SHOT THE ACT BY
BE ALL THE THEM
ALL THE SHOT THE ACT BY
BE ALL THE THEM
ALL THE SHOT THE ACT BY
BE ALL THE THEM
ALL THE SHOT THE ACT BY
BE ALL THE SHOT THE BY
BE ALL THE BY
BE ALL

lechron :





22495 EC1240

'Play to a Full House' too Telechron announces many new models... The line for fall consists of models appropriate for Every Room in the house. They will appeal to more people than ever before and your opportunity never has been greater."

The dealer text describes the national advertising, announces two new Telechron assortments—one called the "Full House" and the other the "Harvester"—and tells the dealer specifically what his profit on each of the assortments

con- will be.

La Gerardine Starts Campaign

Advertising of La Gerardine tonic wave lotion is being resumed in metropolitan newspapers, with spot broadcasting over fifty-two local radio stations, starting this month. The H. E. Lesan Advertising Agency, New York, is directing the account.

Appointed by Detroit Graphite

J. W. Purcell has been appointed manager of the Eastern division of the Detroit Graphite Company. Detroit, paints, effective November 1. For the last two years he has been manager of the Aluminum Powder Division of the Reynolds Metal Company at New York.

Announcing

THE APPOINTMENT

OF .

MR. DANIEL W. ASHLEY

AS

ADVERTISING MANAGER

OF

WOMAN'S HOME COMPANION

THE

CROWELL PUBLISHING COMPANY

J. A. WELCH, Advertising Director

250 PARK AVENUE

NEW YORK

ces that plays to nt can

2.20NIS

Telemodels, ists of Every

Every vill apver benever

es two s—one nd the l tells at his tments

ed manthe Depaints, ast two Alumeynolds

There Are Surveys and of as

Surveys . . . grand old institutions! You know wh. But they CAN be interesting . . . truthful . . . AND convincing when the only instructions given investigators are . . . "Get the

Take the latest one made in Pittsburgh as an examederal Service made an investigation to ascertain the newspape hits of male heads of families residing in the higher buying por Metro-Their report indicates that the The politan Pittsburgh. Pittsburgh Press as your first newspaper in Pittsburgh giverage of 65.6% of these men and their families.

> Any Scripps-Howard representative will appreciate tunity of reviewing the entire Ross Federal report

MEMBER OF THE UNITED PRESS ... AUDIT BUREAU OF CIRCULATIONS METROPOLITAN SUNDAY NEWSPAPERS and of MEDIA RECORDS, INC.



25, 1934

ed and Still Other Surveys



an examederal ewspaper bits of ring por Metropart the f The burgh giverage

preciate al repor This survey is only one of a number of similar investigations into newspaper reading habits of residents of Metropolitan Pittsburgh, made during the past seven years. Five of these surveys were made by such representative organizations as R. O. Eastman Co., Main & Co., Houser Associates, R. L. Polk & Co., and Ross Federal Service. An average of these reports indicates a 64% coverage of Metropolitan Pittsburgh families for The Press.

IN THE WORLD

Authority, Media Records

T Pittsburgh Press

SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS DETROIT . PHILADELPHIA . ATLANTA

FOR PARENTS

Child Life Pantry

Food page edited by Mary I. Barber, nationally known dietician and home economics authority. Instructs mathers about what foods children need in balanced diet and how they should be prepared to appeal to boys and girls.

Book Friends

Edited by Muriel Fuller. The best of the new books for children of all ages are reviewed. A reading service of real value for the discriminating mother.

Child Life Kitchen

Written by food experts who know haw to present recipes and methods so that mothers can easily leach young daughters the fundamentals of cooking.

Shopping Service

Conducted by Ann Wickerfield who keeps mothers informed of new products, their cost and where they may be secured.

Child Life Fashions

The Well Dressed Child page edited by Mrs. C. T. R. Lewis, New York stylist, brings mothers authentic news about smart looking clothes for children direct from the fashion centers of the world.

Favorite Recipes

Conducted by Eva Sampson, director of the Child Life Testing Kitchen, who compiles a column of recipes each month which mothers welcome when planning menus.

FOR CHILDREN

Stories and activities by the best known authors and artists. Each year gives 4 book length serials, 12 messages from famous people, 12 picture puzzles, 50 entertaining short stories, 12 colored indoor games, 18 easy workshop plans, 12 colored cutauts, 45 poems, 96 pictures from strange lands, 30 nursery stories, 12 picture stories, 12 plays.

What the

ANGLE

Did for K E L L O G G

In 1932 a questionnaire revealed that 69% of Child Life families were using Kellogg products. In the following two years the number jumped to 95% of Child Life families.

This increase was brought to light by a unique Detective Contest staged by Child Life in the August 1934 issue. Children were asked, with the aid of parents, to identify all the products shown on a page, to write a letter telling which one they liked the best and to make a list of those used by the family.

In thirty days 1451 replies were received—an analysis of which established the two year gain in the number of Child Life families using Kellogg's cereals.

For eight continuous years Kellogg's famous foods have been advertised in

CHILD LIFE

E. EVALYN GRUMBINE
Advertising Director
111 Eighth Avenue
New York City

Would you like to know more about this DOUBLE ANGLE ATTACK We'll be glad to send the story

Consu

Wants

into to tiseme pair o asks y ing p You're You s way th just v lection to say buy h

For

You c

frank

brags lazy so he your what you ties. to lo childryou d smile ladies you

court fond Th all th mana and you of hi you hidde "three

of b

ure recontabu more ing i three

Copy Themes in Coupons

Consumers, via Scissors, Give Koppers Their Secrets, and Then Advertising Is Built to Order

By William T. Laing

WHEN the Koppers Gas & Coke Company Incorporated wants to interest you in coke, the advertising manager simply puts into two of his newspaper advertisements different headlines, or a pair of pictures one at a time, and asks you which is better for making plain a given merit in fuel. You're obliging. You tell him. You say it with coupons. In this way the advertising manager learns just what decides you in your selection of fuel, and exactly what to say in copy that leads you to buy his coke.

For you hold back no secrets. You come right out in the open and frankly reveal traits no one ever You admit you're brags about. lazy . . . and ungallant . . . not so heedful as you should be of your family's health, . . and, to your cost, you put off till tomorrow what should be done today. Yet you have some redeeming qualities. You're frugal. You're given to looking carefully after your children's welfare. And even if you do fall for the lure of feminine smiles at times and places, the ladies are merely eye irritants when you engage in the serious business of buying fuel. Beyond this you court comfort and ease, and you're fond of entertainment.

Then after you unguardedly bare all these foibles to the advertising manager, he turns right around and uses the information to make you buy three or four times more of his coke than he ever could sell you had you not pointed out these hidden chinks in your armor. This "three or four times" is not a figure of speech, but a figure of record. For the Koppers company tabulated inquiries and sales from more than 400 advertisements, costing in seventeen newspapers around three-quarters of a million dollars. And estimates show that the advertisements you tell the company how to write sell four times more coke than the copy devised with-

out your aid.

Now inducing you to dictate winning copy is a good trick when it works. So let's look into the Koppers company's stratagem and see just how the advertising manager exploits your notions and whims so as to sell you more coke. For the inquiry may interest you all the more since it shows in elemental form the really scientific side of copy testing. Not merely tracing results to find which advertisement is better. But seeking to learn by proper comparisons precisely what causes the larger response. For once known, the cause makes clear which direction one can, or may, or should take with future headlines and copy. following such leads advertisers often hit on themes that bring inquiries and sales far beyond the ordinary.

"Fewer Ashes" a Potent Copy Appeal

In the first place, why do you home owners by the thousands reply to coke advertising that carries this headline: "He's Got the Smallest Ash Can on the Block . . but his house is always warm!" For some reason all the fuel copy headlines that say "fewer ashes" bring huge quantities of replies. Other headlines, such as, "The Sun Goes South," which was designed to suggest the approach of cold weather, drew only a few hundred inquiries and orders for the product.

For that reason the "fewer ashes" trail is an exceptionally promising one to follow. What's back of this idea that commands your notice? Less work fewer ash cans to carry? Or cleanliness? And which do you seek to

67

led that e using llowing

to 95%

ight by staged 1934 ith the all the write

y liked

those Were estabn the

using logg's sed in

abou ACK stor

keep clean . . . your clothes or your dwellings?

The advertising manager doesn't know, so he asks you. First, he runs a headline, "His Basement Is Kitchen Clean!" And he finds that many of you do want clean basements, so you say with coupons. Yet you number only half as many as the group regularly attracted by "fewer ashes." So the advertising manager still is in a blind alley.

Then the next logical theme to try is, "His Business Suit the only furnace clothes he wears!" For there must be thousands of men who don't care particularly about mussing around furnaces and getting sprinkled with ashes. A fuel that helps you keep apparel clean ought to be tremendously popular. We'd all think so. Yet you good dressers, with your coupons, vote the other way. The paucity of replies shows conclusively this trail is cold. So back again to, "One Small Pail Holds a Week's Ashes!" and response is larger than ever. Why? Even after the two tries, no one knows for sure. Later, other successful headlines suggest a clue.

A headline that said in effect, "Quit wrestling with those heavy ash cans. . . . Save Work!" out-drew all others, so "Save Work" now is a primary appeal.

Borrowed "Collation" Idea for Advertising

Out of routine practice in the fuel industry six years ago came the step that worked wonders for the Koppers advertising. Today, we'd call the step copy testing. Then, it was simply "grading." In the manufacture of coke, men graded the raw materials, and bought only the best. They graded the finished product and sold only the best. To men familiar with the process it seemed practical to grade advertisements, too, and use only the best. So when Koppers undertook advertising expansion in 1928, the executives borrowed from their industry the collation idea, and began grading advertisements.

The upshot of this venture was a decidedly helpful discovery.

Readers' reactions to keyed headlines revealed clues to copy that proved several times more resultful than the best of advertisements compared as a whole. In every series some advertisements were stronger than others. Those that happened to reflect home owners' wants or their fuel preferences produced several times their cost. Others failed to pay their way.

Centering expenditures on the winning advertisements brought substantial gains in quantity of inquiries and sales. The company had expected no other benefit than this. Yet continuous comparisons led automatically to the next copy testing step—the most strategic of all—specific comparisons for finding out what caused one headline to outdraw another.

Keyed Headlines Showed Hidden Buying Motives

It is curious how an advertiser sometimes can canvass the reading public with keyed headlines and discover hidden buying motives that thereafter make selling easier. Since 1928, the Koppers organization has learned a great deal from comparisons of various advertisements year after year about what decides home owners in their selection of fuel, what kinds of incentive lead more people to buy coke, and what are the more effective ways of presenting these incentives, Analysis of coke advertisements brought queer facts to light. And once the company began to compare its copy on the basis of results, there were a great many surprises. Some of the things that were thought about the market proved untrue. And situations unforeseen became prodigious aids in selling.

Someone thought the well-to-do would be the biggest buyers of coke. He thought a dressy, dignified sort of copy would appeal to the wealthy and bring larger sales. But no one thinks so now. For coupon counts on advertisements aimed at the classes compared with other advertisements aimed at the masses, proved that the commoners buy the most coke. And they heed and reply to coke advertising in

largest speaks things t day life

Oct. 25,

When cratic," shell ar Anotl some I league along it how in men arthe hou the hea that ocare sl

interesting for more I saving tives we toil for than le a \$15 in come

A Refle

But ing col ture a to suggestern a ship, a prising monial And, cautiou their say the s

Colds this lo headlir cludes so. Yel is suffi to take their h with t the ma prevent fuel a can't s catch to the them.

Yet has its Koppe ster at headlin headthat altful nents y sewere that

, IQ34

mers' ences cost. ay. the ught f inhad

this. copy c of finddline

tiser ding and ives sier. nizarom tisevhat

se-inbuy fecinverto bethe reat ngs

rket uns in -do of mito

les. For nts rith the ers

eed

in

largest numbers when the copy speaks their language and pictures things that are part of their everyday life.

When coke copy goes "aristocratic," the public draws into its shell and scarcely replies at all.

Another comparison shows how some headlines travel in sevenleague boots while others plod along in creepers. Everyone knows how in numerous homes when the men are away at business all day, the housewives have to look after the heaters. So fuel advertisements that offer vastly easier furnace care should stir up considerable interest. It seemed that chore-saving for women ought to concern more home owners than moneysaving for men. Yet these incentives work the other way. Less toil for women opens fewer purses than less cost for men. For offer a \$15 to \$20 saving on fuel, and in come the replies in quantities.

A Reflection on Man's Gallantry

But say in headlines that burning coke lightens work, then picture a woman tending a furnace to suggest the task is so easy that even a woman finds it no hardship, and the replies fell off surprisingly. Is this result a testimonial for men's gallantry?

And, of course, knowing how cautiously most men safeguard their families' health, we would say that "Family Free From Colds . . . since they changed to this low price coke!" is a winning headline. Particularly because it includes a price appeal. We'd guess so. Yet it seems that not even price is sufficient incentive to lead men to take precautions against colds in their homes. This result is in step with the lesson learned of old in the mail-order field. You don't buy preventives. You do buy cures. The fuel advertising manager finds he can't sell to the thousands who may catch colds. His appeal sells only to the hundreds who already have

Yet every advertising rule, too, has its exceptions. For when the Koppers company pictures a youngster at play on the floor, with the headline, "I Never Get Cold Down Here . . . because Daddy burns Koppers Coke!" Inquiries and orders come thick and fast from you fathers who want to avoid the health risks incurred when the kiddies play on cold floors.

And now comes another result that runs counter to guessing form. This appears in experiments for finding winning headlines and pictures for presenting a price and saving appeal. Most business concerns feel that auto owners are select prospects for almost every sort of product. As a rule, motorists represent money and free spending. So exceptional results could reasonably be expected from, "Drive Your Car 100 Miles A Week . . . let your furnace pay the bill." All would be slow to say that movie fans buy more of anything than car owners. the appeal to the motorists is not so successful. While, "Free Movies Every Week . . . because they're buying Koppers Coke!" stands way to the top of the Grade A, headline list. So besides comforts and rest and less work, the public likes entertainment, and opens its pocketbooks more freely for coke purchases when headlines offer entertainment as an inducement.

Coke Purchases Are Made by Men

When the Koppers advertising started, it was thought that copy should be addressed to women. since in nearly every field women do most of the buying. Yet it works the other way with fuel. For comparisons of advertisements addressed to women with other advertisements addressed to men quickly showed that 70 per cent of the coke purchases are by men. And here's a curious fact about men as revealed by their inquiries and orders. Perhaps at times, we're apt to get steamed up over the "good lookers," but when it comes to fuel buying it's our homes we want heated and not our affections. For all attempts to inject sex appeal into coke advertisements fell flat. Pretty girl pictures in coke advertising failed to stop men's glances. Women brought into the advertising seemed to kill attention.

Another masculine frailty dis-

closed by coupon counts is procrastination. Men delay ordering fuel until empty bins stare them in the face. In mild weather one calculates how long his fuel supply will last. "Enough for another week, or ten days," he says to himself. "I'll order 'next week." Next day comes a cold snap. Fuel supplies melt fast. Then follows a deluge of orders on fuel dealers. That's why the Koppers company can count its orders any morning and say what the temperature is without consulting thermometers. For coke orders rise and fall in volume precisely paralleling the mercury. Interesting . . . yes, but there's a practical way to profit from this concurrence. Since advertising in cold weather brings double and triple the response that comes from the same expenditure on mild days, the Koppers company schedules its space in seventeen newspapers with the U.S. Weather Bureau Reports as guides. dicted cold days become advertising insertion dates. Yet no one in the organization guessed at the start that advertising in zero weather compared with advertising on mild winter days would cause a difference in coke sales upward of 200 per cent.

An ingenious way of getting a somewhat smaller response increase came from comparisons of appeals. More people buy for one reason; less, for another. It occurred to the advertising manager that he might combine various appeals so as to hold the drawing power of the best, yet gain some extra trade from prospects who respond to secondary appeals. So in experimental advertisements he reproduced small pictures, headlines in small type, and text from former profitable advertisements on different themes and found that the combination outdrew considerably other advertisements based on a single theme. That's why the current copy includes all appeals that proved themselves important.

KGGF Appointment

Kasper-Gordon Studios, Boston, have been appointed New England representative of radio station KGGF, Coffeyville. Okla.



FULLER

New Accounts

We direct attention to these names:

Kensington Incorporated of New Kensington, Pa.

The Wood Shovel and Tool Co. Piqua, Ohio

...just added to our list of clients

NEW YORK

CLEVELAND
1501 Euclid Avenue

Advertising

Oct. 25

Am The A Ute

Alumi

Alumi

Art M Con

Assoc The Rul

The F

Centr Bar



& SMITH & ROSS

CLIENTS

Aluminum Company of America

these

ted

Pa.

ool Co.

clients

RK

N D

et

e

The Aluminum Cooking Utensil Co.

Aluminum Seal Co.

American Can Company

Art Metal Construction Co.

Associated Tire Lines— The B. F. Goodrich Rubber Co.

The Austin Company

The Bassick Company

Cary Maple Sugar Co.

Central United National Bank of Cleveland P. & F. Corbin

Chase Brass & Copper Co. (Lighting Fixture and Specialty Sales Divisions)

Cleveland Fruit Juice Co.

Commonwealth Shoe

Detroit Steel Products Co.

Emery Industries, Inc. Fidelity & Deposit Co.

of Maryland

The Fox Furnace Co.

Hercules Motors Corp. Hotels Statler Co., Inc.

Kensington Incorporated of New Kensington

The Leisy Brewing Co.

National Canners'
Association

Nation's Business

New York University

The Standard Register Co.

The Templin-Bradley Co.

University School

Westinghouse Electric & Manufacturing Co.

Westinghouse Lamp Co.

Westinghouse X-Ray Co., Inc.

West Penn Power Co.

The Wood Shovel and Tool Co.

The Wooster Brush Co.

Mail Campaign in Step with Housing Act

Barrett Roofing Works Closely with Dealers

By Eldridge Peterson

WITH consumer campaigns built around the Housing Act now getting under way, direct mail naturally is playing an important

part in these programs.

One company whose products are decidedly among those that the FHA movement summons to merchandising activity is The Barrett Company, manufacturer of roofing materials. Its mail program already is in its fifth step with a busy advertising department ready to extend its direct-mail programs to any turn the housing movement may take.

Every company that is tying up in any way with FHA opportunities will undoubtedly make some use of direct mail in some way and it is with the idea of offering a typical and thorough example of a mail campaign indigenous to the housing movement that the following outline of the Barrett mail campaign is offered. As a type it already has Government sanction, for Paul Fitzpatrick, assistant to the director of public relations of the Federal Housing Administration, has seen, approved and asked for the material to send to a large number of companies as an example of the part direct mail can play in their programs.

Designed Simply, but Thoroughly

As a preface to a description of this effort it might be pointed out that it is designed simply but thoroughly, that it places very little expense upon the company's dealers and also that the company itself assumes a large share of the work and co-operation that it feels is necessary to its success.

The first piece that was mailed to 30,000 of the company's present and prospective outlets including building supply, lumber and hardware dealers, was an announcement. "Mister, here's a seal that's worth breaking" was the message on the front of this piece with a hand pointing to the seal. Unfolded once, this piece continues: "Worth breaking because this is an Advance Announcement that will interest you—will mean business to you—will bring profits to you!" Unfolded twice, it has this to say:

"There's business in roofing this year—more business than we've had

for a long time.

"There are profits to be made this year—more profits than we've had for a long time.

"Not ballyhoo but business-not

prophecies but profits!

"To help you get this business and these profits, Barrett has developed a plan. A plan which is simple in operation, logical and economical. The book illustrated here will give you the complete story of the plan.

"Be on the watch for this book. It will reach you through the mail in a few days. It means money to you. It points the way to profits for you this season. Read it carefully from cover to cover. It is worth

your while.

The portfolio referred to is the crux of the campaign. Mailed in a manila envelope, this book has attached to it a letter and a business reply card—which the recipient can use to let the company know he has received the book, that he will read it carefully and that he will write to the company promptly. As an example of brevity and logic, this letter is given herewith in full:

The experts all tell us that in all forms of athletics, co-ordination is the thing. The home-run king hits

Oct.

'em ou perfect drives, exactly Wel

ordina

The ing process me with C whole business

Barroulate
It is ti
progra
envelo
The
to rea

in tin and the Rea there's know is right

-and

The green tratio off th held Print lowin

Here

'em out because he times his swing perfectly. The par golfer times his drives, his approaches and his putts exactly. And it works!

Well—here's some business coordination. And everything about it is timed perfectly. So it's bound to work—and work for you.

The Government has set up a housing program whereby home owners can make repairs and replacements with Government help. This means a whole lot of re-roofing and re-siding business.

Barrett has set up a program calculated to get this business for you. It is timed perfectly with the housing program. The big green book in this envelope tells you the whole story.

The only thing needed is for you to read and understand the program—and then act promptly—to keep in time with both the Government and the Barrett programs.

Read this material carefully. If there's anything more you want to know about it—write me. The time is right for more business. Let's go.

The portfolio itself is in bright green. Its cover carries an illustration which shows coins rolling off the roof of a house into a bag held open by three happy dealers. Printed across the cover is the following: "The Chance of a Lifetime! More business-more money in Barrett Roofings."

The first page inside the book and the second spread explain the Housing Act and its opportunities —a story now fairly familiar.

The second spread points out that there are two ways to sell roofing: (1) to wait for customers to come in and ask for the dealer to do the job and (2) to locate prospects, to solicit them consistently and to make it easy for them to pay for the job.

Two requirements in any selling job, copy further points out, are the right product and the means for the customer to pay and these requirements are taken care of respectively by The Barrett Company and the Government. The third requirement is "The means of telling customers and prospects that they can't afford to neglect their roofs and that you are the fellow to do their re-roofing. That means a mail campaign. The company realizes that few of its dealers can individually afford to prepare such a mail campaign. The cost of producing it in small quantities is too great. Few dealers can afford the time to get up such a campaign -see to all the details of its printing-see that printed pieces are



Here are the four mailing pieces in the Barrett Company's special campaign for dealers who want to take advantage of the national housing act business possibilities

d hardnounce-

I that's

71th

with a l. Unntinues: this is not that in busiofits to has this

e made n we've

ng this

usiness nas dehich is al and strated omplete

s book. ne mail oney to fits for refully worth is the

ed in a mas atusiness ent can ow he will he will lay. As logic, ith in

in all ion is g hits

Oct. 25

spiri

con

mailed on the proper dates, and so

"So we are producing the campaign for you, thereby relieving you of all the work and worry of planning, artwork, engraving, printing, addressing, mailing and follow-up. All you have to do is to supply a worth-while mailing list. And all it costs you is the actual postage stamps—1 cent for each mailing. Barrett pays all the rest because we know this campaign will produce real business for you."

On the next spread are pasted the four pieces in the series that will be sent to the dealer's prospect list, each piece provided with a business reply card that the prospect can address to the dealer for further information or to ask him to call. The portfolio describes each of these pieces, which are to be mailed ten days apart. The reply card that goes with each piece is similarly pasted in.

The next spread in the book illustrates all of the other sales helps the company has to offer, ranging from shingle blotters, folders and mailing pieces to carpenter's aprons with the dealer's name imprinted on them and roofing swatches.

Following are two spreads devoted to illustrations of the items in the company's line, including shingles and roll roofing and other a products.

The last two pages are devoted to summarizing what the dealer has to do to use the campaign. The order blank is reduced to its simplest terms so that it is easily understandable and easy to fill out. The summary is interesting in showing how it makes the whole story clear in a few words. It reads:

"The order blank below has been made as simple as possible, in order to save your time. However, to avoid any confusion or misunder-standing, we want to mention these three points:

"1. The Barrett Company agrees to produce, at its own expense, the campaign of mailing pieces which have been illustrated and described; to imprint each piece you order and its accompanying postcard with your imprint; to address and seal the pieces and put them in the mails in the sequence explained.

"2. The Barrett Company agrees that the only charge to you for this campaign is for the postage—the amount to be but 1 cent per piece, or 4 cents per name for the campaign of four mailings. In other words—as an example—if your list has 300 names, each of those names will receive four different folders, mailed at ten-day intervals, at a total overall cost to you of but \$12.

"3. You are to furnish The Barrett Company with your list of names to whom you wish your campaign mailed. You probably already have your list made up. If not, the suggestions offered on the following page may be useful to you in making it up. If you have your list available, send it along now with your order. If not, send your order now and note on it when the list will follow. This for the reason that it will help us know how many sets of folders to print."

The last page of the book devotes the upper half to listing for the dealer nine ways in which to build a mailing list. Among them are door-to-door canvass, obtaining resident home owners from voting lists, telephone company's business office, help from local newspaper, hiring women or high school students as advance solicitors, etc. The lower half of this page is the back of the order blank on the lower half of the preceding page, making a double-fold business reply card.

Also included in the book are loose printed sheets on which the dealer can list the names he wants on his mailing list. These are large enough so that the dealer will have no difficulty in writing in the names and addresses.

So much for the portfolio. Piece number three is a package containing several printed pieces explaining the operation of the Government's repairing and remodeling program. It contains the Housing Administration's own booklet, property owner's credit statements, "14 Answers to Questions about Modernization Credits" and a large window poster in red, white and

the se-

you for costage—cent per for the ags. In mple—if each of cour diften-day 1 cost to

The Barlist of pur camalready not, the followby you in your list on with our order the list e reason ow many

ook deting for which to ng them btaining a voting business wspaper, ool stuers, etc. e is the on the ng page,

ook are ich the e wants re large ill have e names

ness re-

o. Piece containexplainfovernodeling Housing t, propements, about a large

ite and

CINCINNATI—TIMES-STAR

is CINCINNATI

@ Photo, M. Parks Watson

HE Cincinnati Times-Star IS Cincinnati. It not only IS Cincinnati in the physical sense that it is founded, owned and operated by Cincinnatians—but it IS Cincinnati in the broad spiritual sense that it is accepted into the family circle of its readers as a guiding influence in their daily lives. No other newspaper in the world offers the advertiser a more responsive contact with its readers.

New York: Martin L. Marsh, 60 E. 42nd Street Chicago: Kellogg M. Patterson, 333 N. Michigan

blue which says, "Inquire Here for Particulars Concerning Your Government's National Housing Act—a financial plan to modernize your property." Dealers are also being sent another such identifying poster about four feet long and over two feet high in patriotic colors.

The fourth piece in this program is a follow-up letter, sent to those who had not yet responded to previous literature, urging dealers to take advantage of the plan out-

This is the point at which the Barrett direct-mail work is at the present writing. One other point of interest not mentioned is that as the company mails out the four pieces in the series for a dealer, it also sends each piece to the dealer himself with a brief printed mes-

The company is gratified with

the results of this direct-mail eifort up to date. Lists varying in size from twenty-five to 6,000 names have been received from dealers. Equally important is the number of new outlets that have responded to the plan. The particular field in which the company operates is characterized by a large dealer turnover. The plan outlined has bound dealers closer to the company and more than any other beneficial result is a noticeable feeling of good-will on the part of dealers who sense that the company is aggressively taking action to stimulate sales in their behalf.

Of course, many dealers will not voluntarily enter the plan but Barrett salesmen are working their territories and are personally following up the mailings explanations of the sales opportunities involved and are urging dealers to adopt the plan.

Arrest Suspects in Daiches' Death

Three men have been arrested as sur

Three men have been arrested as suspects in the murder, last March of Eli T. Daiches, who was president of the Thomas M. Bowers Advertising Agency, Chicago. Mr. Daiches was mysteriously abot and killed as he motored to his office one morning.

Cook County prosecutors claim proof that Irving Weitzman, bakery chain operator, had hired gunnen to slay Daiches. It is charged that insurance was the motive. Daiches had named as beneficiary in a \$300,000 policy the Bowers agency, of which Weitzman's brother, Lou J. Weitzman was vice-president and treasurer, in charge of the New York office.

New York office.

Irving Weitzman has been booked for murder, along with James Murphy and Jack London.

New York Agency Opens Pacific Coast Office

Kelly, Nason & Roosevelt, Inc., New York advertising agency, has opened Pacific Coast offices in the Monadnock Pacine Coast onces in the Monaunock Building, San Francisco. Frank J. Mannix is manager. He will direct the Western advertising account of the Grace Line, handled nationally from the agency's New York office.

"Women," New Publication

Women, a new monthly magazine, starts publication at Chicago this month. It is the official publication of the Chicago and Cook County Federation of Women's Organizations. Ann Weiszbrod is business manager. Offices are at 35 East Wacker Drive.

New York "Evening Post" Alumni to Meet

The sixth annual meeting and dinare of the Evening Post Alumni Association will be held at the Town Hall Club. New York, on November 16.

Officers are: John Palmer Gavit, president; Charles B. Molesphini, treasurer, Amy Bonner, secretary; and Robert B. McClean, chairman of the executive committee. Theodore P. Seymour, is vice-chairman of the executive committee.

The occasion will commemorate the 133rd birthday anniversary of the New York Evening Past, founded by Alexander Hamilton in 1801.

Loveland Represents Negro Comics Group

Edwin B. Loveland is head of the National Comic Advertising Syndicate, with offices at 67 West 44th Street, New York, which has been organized as the representative of the Color Comic Weekly, distributed weekly through thirty-two Negro newspapers. Mr. Loveland was, at one time, advertising manager of Stanco, Inc., and, more recently has been engaged in advertising agency work. work.

Oman with General Films

Benjamin G. Oman has become asso ciated with General Business Films, Inc., New York, as vice-president. He has long been engaged in the publication field and was formerly with Vogue, Christians Herald and True Story. Healt L. Lash, formerly with Lee Lash Films, Inc., has joined General Business Films, as a special service representative. as a special service representative.

basis, piece e tion b closes.

cat

tisi

sev

dis

thi

wh

At a natio quarte spectiv sentim job th ion by under Wh

only t labor whispe the w use by a force the pa started candid nesses. cept is prohib banksmors.

So becom perate one gr special ment which thousa busine the na ucts v whispe ther t

monge The

Whispering Campaigns

Leprosy! Nazi! Anti-Union! Lucky Numbers! These and other catch-phrases have been the basis of that insidious enemy of adver-tising, the rumor that starts "They say." Within the last few years several prominent advertisers have had to combat word-of-mouth disparagement of their products and policies. What is often behind this kind of rumor is described by Mr. Houser in an article, part of which is reprinted, by courtesy of the New York World-Telegram.

By Lionel Houser

WHISPERING campaigns are on sale, on a highly organized basis, and have become a profitable piece of merchandise, an investigation by the World-Telegram discloses.

At least one firm, operating on a nation-wide basis and with headquarters in New York, tells prospective clients that its "trained sentiment spreaders" can do any iob that requires altering of opinion by word-of-mouth campaigning

under clever guises.

While this organization is known only to have operated for firms in labor disputes or to have spread whispers of an ethical character, the weapon which it employs is in use by others less scrupulous. It is a force so powerful that it has in the past roused populations to war, started revolts, crushed political candidates and ruined great businesses. No censor nor overseer-except in the case of the safeguards whispering against prohibiting banks-checks the spread of ru-

So widespread has the practice become-largely because of the desperate scramble for business—that, one great corporation has set up a special counter-espionage department to combat malicious rumors which have already cost it many thousands of dollars' worth of business. To mention its name or the names of other firms and products which have been victims of whispering campaigns would further the purposes of the rumor

The article manufactured by this

corporation is used daily by millions of buyers. The campaign against it opened simultaneously in a score of key cities along the Atlantic seaboard.

The sales manager of a large organization selling the product said:

"This whispering campaign struck at once in New England, here in New York-particularly on the east side and in the Bronx-and in Southern seacoast cities."

A reward offered for information leading to the arrest of persons spreading the rumors, which were of two kinds, has thus far brought no results, nor has a corps of investigators unearthed the guilty ones.

The rumors spread were (1) that several employees in one of the many plants where the product is manufactured suffered from lep-rosy, and (2) that executives of the firm had contributed large sums of money to the Nazi move-

While investigations in the past have shown that most whispering campaigns started accidentally, or with a few salesmen for a rival concern, it is now certain that present-day whispering attacks have been carefully planned by experts in mass psychology who have a trained group of propagandists at their command.

Another product, common in the kitchens of thousands of homes, also suffered from spreading identical whispers.

The process, as described by clerk in a New York store, is somewhat along these lines:

yndicate, eet, New d as the through fr. Loveing man-recently g agency

d of the

25, 1934

-mail eftrying in to 6,000 ed from nt is the

hat have

particucompany

y a large

outlined to the

ny other ble feelpart of

company ction to

will not but Bar-

ng their

ally fol-

oppor-

urging

nd dinner

ssociation all Club.

wit, pres-

treasurer; Robert

executive

mour, is

orate the the New by Alex-

rs.

with

ehalf.

135E 3550 ms, Inc., He has Vogue, y. Henry th Films, Films,

tive.

Oct. 25

that in

the fir

her W nackai

in cas

the pa

whispe

mouth

and d

spread

it from

getting

numbe

\$100.

nct be

within

that e

his \$1

As

Wit

"A man comes in here and asks for -..... I give it to him and as he's getting his change, he says, loud enough for others to hear, 'I'm buying this kind now. used to buy ---, but they are giving big sums of money to the Nazis. A friend of mine works with them and he told me all about

An instance of the power of the word-of-mouth gospel in commercial warfare is supplied by an executive of a firm engaged to promote the success of a radio

broadcasting chain.

New in the field, the chain was unable to draw for its programs the leading artists who were performing for the established net-works. When every other method had failed, a whispering campaign was decided upon. A group of employees of the firm, together with a number of performers already working for the chain, were sent out to speakeasies, street-corners, hotel lobbies and clubs throughout the Broadway area.

They went two at a time and at frequent intervals in a loud voice engaged in the following conver-

"Say, d'you hear what this new broadcasting outfit is doing?"

"You mean ---?"

They're throwing money away like water. They're out to get people for their pro-grams and they're paying money you wouldn't believe. Twice what anybody else is paying. Everybody's rushing over to get aboard the bandwagon, they tell me."

Within three weeks the campaign had become an enormous success. Famous artists had deserted rival chains and joined the new one.

One great corporation is still nervous over a rumor which has never been tracked down, but which, some months ago, lost it several thousand customers and the good-will of many friends to whom the disgruntled customers talked.

Someone-all efforts to trace the source have proved futile-started a whisper in a Middle-Western city

it was Des the c planat lieved a legi Fire being fear



DISTRIBUTION OF WEALTH A Short Short Story

All the men with money are not on Long Island. Esquire has found them in surprising numbers from Maine to California-and put them in a spending mood. . 25, 1934

They're

eir pro-

money

ce what

rybody's

ard the

ampaign

success.

ed rival

is still

ich has

n, but

lost it

and the

o whom

talked.

race the

-started

ern city

one,

that in every thousandth package of the firm's product a stamped number would be found inside the package. The firm was paying \$100 in cash to everyone who mailed in the package with the number, the whisper said. From mouth-to-mouth, in offices and over lunch

mouth, in offices and over lunch and dinner tables, the rumor was spread by innocents who had heard it from others.

Within a week the company was getting 500 letters a week enclosing numbered packages and demanding

As every package of the product bears a number inside it was within the realm of possibilities that every customer would demand his \$100 and grow indignant when it was not forthcoming.

Despite the frantic denials of the company and the polite explanatory letters, customers believed they were being cheated of a legitimately won prize.

Firms are reluctant to talk about being victimized because of the fear of further spreading of the whisper. Mathematics of rumormongering are startling. If one man told ten friends a derogatory story about a certain product and each one told it to ten friends, at the rate of five minutes to a talking, in twenty-five minutes 100,000 people would know it.

An agency engaged in an effort to trace down and stamp out a malicious whisper affecting the business of a famous firm worked two months but was unable to find a single person who did not say: "Somebody else told it to me."

"The field is already fertile for the rumor campaign to start." the head of this agency said, "because there are so many sensitive minorities who already have the will to believe that others are persecuting them. Racial minorities particularly, with a sensitive complex, are ready to believe.

"There are firms that play on this situation. They spread stories that competitors are discriminating against the particular minority in employing workers, by contributing

ZIFOR MIEN

NOV.

٤

Approaching 200,000 Circulation

50c.

to anti-organizations or in other

ways.

"Our experience in attempting to combat these campaigns is that the person who is unable to tell from whom he heard the malicious story will say he 'heard it on the radio.' That answer is becoming more and more prevalent.

"We had one instance in which a firm used cab drivers. We don't know, but we suppose that the firm had its salesmen or other employees say casually to the cab driver, 'Did you know that the people who manufacture — were caught with lepers working in their plant?' And who can better spread a story than a cab driver, who passes idle conversation with passengers all day and all night?

"We are having to meet this sort of thing every day. By far the most prevalent now are racial and religious whispers. Unscrupulous firms are taking advantage of con-

troversies and prejudices.

"Naturally a lot of these things start spontaneously and not designedly. But important corporations are in a jittery state. Their psychological instability now can be turned into panic by further

whispering campaigns.

"The power of the whispering campaign lies in the fact that those who hear the rumor believe it comes from an unbiased source. Printed matter which boosts a product or firm is discounted by the readers, who realize those who paid for it have a selfish motive, but gossip is not protected by any such safeguard."

A recent rumor campaign seriously threatened the commercial stability of an island vacation resort owned by a foreign country but which regularly draws a vast American tourist trade. Merchants of the island gathered a fund and advertised in newspapers here and elsewhere, denying the whisper that the American dollar was worth 60 cents and less in the resort.

In the order of their prevalence, the whispers now frightening busi-

ness are:

 That poisonous, rancid or deleterious ingredients are used in a product. 2. That the financial condition of a firm is shaky.

3. That employees of a plant have leprosy.

4. That a firm is secretly owned

by foreign interests.

5. That executives of a firm are contributing heavily to the Nazis.

6. That a firm is failing to comply with NRA codes and rules of

fair competition.

Corporations manufacturing soap products, automobiles, beverages, razor blades, petroleum products, food and tobacco products and also a chain-store organization and a public utility corporation have recently fought whispering campaigns.

One corporation aware of the situation and fearing that in the scramble for business in these times its salesmen might resort to the practice, wrote in its house organ: "Always represent 100 per cent. Let the other fellow work

the propaganda pump."

In a recent strike of piano workers in a Mid-Western plant, operatives of an organization engaged for the purpose circulated rumors that the plant would be moved to another city unless the workers surrendered. Officials of the company today denied they had employed rumor-spreaders to break the strike in this fashion, but at the time of the trouble the same officials declined to answer definitely.

One major advertising agency in New York said frankly that it is carrying out a campaign of verbal propaganda at the present time for one of the largest corporations, makers of a product sold to mil-

lions annually.

Those spreading the talk are, however, identifying themselves candidly. They are youthful men, all college graduates, of debonair appearance. They loiter in the vicinity of certain selected stores. When a customer buys a rival product they step up to him and say: "I see you've just bought —. I want to show you that —, made by my firm, are much better." A five-minute sales talk and demonstration follow, and the prospect is asked to tell his friends what he has seen and heard.

1915

BEFO door cided to fuse to distilled member ing As have lieven s plant of wisdom

ject we the for of the week. though the lichave b man—; and he tive di Mr. ough s

he fini

opposit

Other the correction of the correction of the managest general to do as evidual success the private without all representation.

The Fisk have of the year a The gette gecause a social Geo Kleise

Kleise choser of th will a year, .25, 1934

dition of

owned

firm are Nazis, to comrules of

ng soap

roducts, and also and a ave repaigns. of the in the these

sort to house 00 per work

workoperangaged
rumors
ved to
orkers
comd embreak

same defincy in t it is verbal ne for tions,

but at

are, selves men, onair the tores. rival

mil-

and prosends

ught

No Liquor Ads on Posters

1915 Policy Reaffirmed at Chicago Convention; Kleiser Again President

BEFORE Prohibition, the outdoor advertising interests decided that it would be wise to refuse to display posters advertising distilled spirituous liquor. The members of the Outdoor Advertising Association of America, Inc., have lived up to that resolution, even since repeal. Many poster plant owners have questioned the wisdom of this policy.

It was expected that this subject would occupy the spotlight at the forty-fourth annual convention of the association in Chicago last week. A number of delegates thought it would be easy to kill the liquor resolution. It might have been if it hadn't been for one man—J. B. Stewart, vice-president and head of the legal and legisla-

tive division.

Mr. Stewart had made a thorough study of the subject and when he finished reading his report the

opposition collapsed.
Otherwise, the deliberations of the convention were not sensational. The meeting was well attended, the largest in seven years. H. E. Fisk, general manager, who had much to do with it points to two things as evidence that the sessions were successful—the delegates accepted the program for the coming year without a dissenting vote and they

all reported having a good time.

Members Agree with Policies

The first is an indication, Mr. Fisk believes, that the members have been following the progress of the association during the last year and agree with the policies. The good time part is important, the general manager explains, because outdoor advertising men are a social group.

George W. Kleiser, of Foster & Kleiser, San Francisco, was again chosen as president and chairman of the board. The other officers will also be the same for another year with the addition of a vicepresident, Rupe Robinson, of Wheeling, W. Va., who will be in charge of the division of industries relations. The other officers are: Harry J. Fitzgerald, Milwaukee, vice-president, business development division; J. B. Stewart, Clinton, Iowa, vice-president, legal and legislative division; P. L. Michael, Houston, Tex., vice-president, poster plant development division; B. W. Robbins, Chicago, vice-president, painted display plant development division; Leonard Dreyfuss, New York, treasurer; Don V. Daigneau, Chicago, secretary; H. E. Fisk, Chicago, general manager, and E. Allen Frost, Chicago, counsel.

Describes Work of Traffic Audit Bureau

The topic given the most attention was the now well-known Traffic Audit Bureau. Dr. Miller McClintock, director of the bureau, reported on its progress. Various plant owners, advertisers and advertising agents discussed the value and application of the circulation evaluation of outdoor advertising.

"The Traffic Audit Bureau," Dr. McClintock reported, "has now audited poster panel plants in approximately 1,014 additional cities operating a total of 19,563 panels (since the publication of the first volume of audited reports, in June, of 261 cities and 37,280 panels). These will be published in a second volume in the near future. Audits are pending in 1,600 cities operating a total of 55,280 poster panels. By the end of the present calendar year a total of 2,776 cities with 109,933 poster panels will have been covered. This is about 45 per cent of the entire industry. The minimum auditing schedule for next year calls for 160,000 poster panels and a large number of painted display units.

of the board. The other officers "Rapid progress is being made in the field at the present time in year, with the addition of a vice-

Oct.

me

he in be

W re ha

A

pi

ti

8 84

is expected that several thousand units will be ready for publication within the next few months.'

John Benson, president of the American Association of Advertising Agencies, outlined the ways in which traffic auditing is helping the agents and added a few words on clean advertising. Outdoor advertising, he pointed out, is clean from the standpoint of copy.

"Being so publicly exposed," he told the plant operators, "you cannot afford to offend anybody in word or picture; you must be selective about the advertising you take, and that is building up a fine record for you. You have had to be alert about public opinion and in the public interest; that safeguards your business and also that confidence upon which all advertising depends.

Mr. Stewart summarized the case for liquor advertising in four arguments: first, such advertising is accepted for painted display and Second, newspapers spectaculars. and magazines accept liquor advertising. Third, independents will accept such advertising. Fourth, public sentiment has changed.

His answers were: first, paint is a selective medium and there is little difficulty in selecting locations not too close to schools, churches and parks. Second, a great many newspapers and magazines do not accept liquor advertising. the number of independent plants is comparatively small. Fourth. human nature is essentially the same as it was twenty years ago,

The three outstanding reasons why, in Mr. Stewart's opinion there should be no liquor posters

First, the display of such posters, no matter how cleverly the copy be worded and how strict a censorship be maintained over copy and location, would result in a flood of restrictive ordinances and legislative revenue bills against the medium.

Second, the acceptance of liquor posting would tend greatly to disturb relations with those from whom property is leased on which structures are placed.

Third, large users of the medium might be alienated. Henry Ford and the California Fruit Growers Exchange have decided views on the subject of liquor and its advertising.

Mr. Stewart clinched his arguments with maps showing how difficult it would be to select boards not adjacent to schools, churches and parks. So he won the argument.

Obnoxious Advertising

NEW YORK, N. Y.

Editor of PRINTERS' INK:

Editor of PRINTERS' INE:

After reading the article "Plagues" in the October 11 issue of your excellent publication, I find myself with a bad taste in my mouth and a sick feeling in my "tummy."

Perhaps if we women would get together and let the manufacturers know how obnoxious some of the advertising really is, the copy writers might be tempted to learn or coin some new words; words that would put the story across and leave a pleasant "smell."

ROSEMARY WEBER.

"Scientific American" Appoints Drey

Walter Drey has been appointed advertising director of Scientific American, New York. For a number of years he was with the B. C. Forbes Publishing Company, of which he was vice-president. More recently he has been engaged in conducting a book publishing business of his own

Joins Devine Agency

J. E. Watson, formerly with the New York American and the Syracuse, N. Y., Telegram, has joined the staff of the James A. Devine Advertising Agency, James A. New York.

New Detroit Business

A. Paul Osius, for many years a representative in China of American business houses, has organized his own business in Detroit as an advertising counselor.

Has Liquor Account

Craven, Hedrick & Harris, New York advertising agency, has been appointed to handle the advertising of Cluff & Pickering, Ltd., New York, liquor distributor.

Appoints Hudson Agency

Robert Ensko, Inc., New York, old silver, has appointed the Hudson Adver-tising Company, of that city, to handle its advertising.

Send
a Friend
TO SELL
A FRIEND

Wait to buy the same kind of tackle—and his friend, Joe, can hardly wait to buy the same kind of tackle himself... Dick buys a certain new motor car because Harry bought one... Fred buys a goose-neck putter because Bill has one, and is a demon at dropping putts... ((Directly and indirectly, friends are selling friends—and a friend selling a friend certainly beats a salesman selling a stranger. ((Put a friend of 816,000 real men to work selling for you. We mean The American Legion Monthly—which is read with a devoted interest by the most loyal following any magazine could have. ((The American Legion Monthly really gets under the skin of 816,000 American Legionnaires—men in the prime of life—few under 35, few over 45. Half of them own their homes. They've got the money to buy your product—and your advertisement in their our magazine is a recommendation in itself. ((Here's the friendliest advertising approach possible to 816,000 men—and only \$1600 per page—which is \$1.98 per page per thousand. Send a friend to sell a friend!

"It Gets Under Their Skin"

Growers iews on its adis arguiew dif-

boards hurches e argu-

ct. 25, 1934

reat many
es do not
. Third,
ent plants
Fourth,
tially the

ears ago.

opinion, r posters

verly the

ned over result in redinances s against of liquor v to disse from which medium

the New e, N. Y., of the Agency,

years a merican his own rertising

W York pointed luff & or dis-

rk, old Adverhandle

PROTECTION. FOR A FULL YEAR

In this Unique Woman's Magazine which Gives a 760,000 CONSUMER BONUS!



FARMER'S INCREASES VIFE GUARANTEED: TO 1,050,000 NET PAID RATES: TO \$5.50 PER LINE; \$3400 PER PAGE

ACT now and protect yourself through December, 1935, issue in the one magazine can be seen to be se

on farm women's imaginations and affections. And still another to tell you of the "hidden market" of 760,000 extra consumers which The Farmer's Wife opens up to you.

Let the nearest Farmer's Wife representative tell you about these Farmer's Wife's values! Let him tell you the story of this magazine which can deliver to you 1,050,000 selected families in the richest counties in America. Farm income is on the way up. It's running be riches and of last year and next year will be richer still.

If you sell to women—whether your product is a food, a household article, a drug item or a cosmetic, you'll find it costing you less to sell through The Farmer's Wife, Make the repre-sentative prove it. He can—to your satisfar-

Last Date for Reservations: NOV. 20th, 1934

The Woman's Magazine With the Fastest Growing Reader Income CHICAGO NEW YORK ST. PAUL

raphy trend clared the A Amer graph tion's last 1 types, dling

the 1 disapp in the illust tinue elimit repre or w tial t Natu typos level. "E

takin dence We care the 1 ducin be a type be le ing

verti

loins Le ears Corp minna Foun staff

> Lest J. prep elle have of th

Retu M class Hou merl

Lighter Types Ahead

WITH the country as a whole in higher spirit, the typography of the future will reflect this trend in a lighter, finer motif, declared E. M. Diamont, president of the Advertising Typographers of America, in discussing the typographical outlook at the association's annual meeting at Chicago last week. The bold and bizarre types, characteristic of a "muddling age" of typography during the last three years, will slowly disappear, he said.

"I prophesy that the advertising in the coming year will use better illustrations," Mr. Diamont continued. "The freak artist will be eliminated and merchandise will be represented so that no blueprint or wild imagination will be essential to establish what it might be. Naturally, in line with this, typography will rise to the same

level.

"Even today, you can see the advertising of the finer merchandise taking on a new dress; the tendency will be stronger day by day. We will be in a new cycle where care of display and spacing will be the most important factor in producing fine typography. There will be a stronger urge toward lighter type faces; type that is used will be legible and so will the advertising of tomorrow."

Code matters came in for much of the attention of the group's three-day meeting. Particular interest was directed to the practice of some newspaper and magazine publishers whereby typography and art service are given advertisers free of charge or at very low prices, to the detriment of typographers' business. The feeling is that such publishers should observe the provisions of the typography code with respect to work done for outsiders, and an effort is to be made to negotiate some sort of an understanding which will end the allegedly unfair competition.

E. M. Diamont, of National Typographers, Inc., was re-elected president of the association and all other incumbent officers were named to serve for the coming year. This leaves Kurt H. Volk, New York. as first vice-president; George Willens, Detroit, second vice-president; H. A. Knight, Chicago, third vice-president; Percy J. Frost, New York, treasurer; and Albert Abrahams, New York, executive secre-

tary

Homer Daniel, Nashville, Tenn., was added to the board of directors and all other directors were reelected, including P. J. Perrusi, New York; E. G. Johnson, Chicago; and Fred J. White, San Francisco.

Joins "Radio Guide"

Lee Robinson, for the last twenty-two years with the Bill Brothers Publishing Corporation and in recent years business manager of Radio Merchant and Soda Fountain Magazine, has joined the sales staff of Radio Guide, New York.

Lester A. Loeb Appointed

J. Schanzenbach & Company, Vigorol preparations, and the Bishinger Naturelle Corporation, both of New York, have appointed Lester A. Loeb, Inc., of that city, to handle their advertising.

Returns to Houston "Press"

Maurice Levenson has been appointed classified advertising manager of the Houston Press with which he was formerly associated.

Britt Made Burroughs Director

L. V. Britt, for the last twelve years general sales manager of the Burroughs Adding Machine Company, Detroit, has been elected a member of the board of directors. This election is in recognition of nearly twenty-five years of active association with the company.

Associated with Ralph Rossiter

Miss Diana Johns has become associated with Ralph Rossiter, Inc., New York agency. In addition to her work with the Rossiter agency, she will continue to serve her own clients.

Foreign Trade Group to Meet

The annual convention of the National Foreign Trade Council will be held at the Hotel Commodore, New York, from October 31 to November 2.

35

-

E fections.

ng '

values! nagazine selected America. Funning

product em or a to sell repretatisfac-

come

To Clean Up Advertising

Business Leaders Tell What They Think about Paul West's Plan for Central Authority

In a previous issue Albert E. Haase and I. W. Digges focused attention on a hitherto unused feature of the PRINTERS' INK Model Statute which, if enforced, they contend will make it possible for advertising to curb its transgressors. Paul West, managing director of the Association of National Advertisers, in a succeeding issue advanced the thought that this "hidden weapon" could best be wielded by a Central Censorship Authority, created from within the ranks of advertising. Following are some comments of business leaders on Mr. West's suggestion.

S. L. MEULENDYKE
Secretary,
MARSCHALK AND PRATT
NEW YORK

The question of how to control the copy of an irresponsible fringe of the advertising business, is such an old controversial one that it takes a certain amount of "three o'clock in the morning" courage to make a statement.

Everyone shares the opinion that the job of copy censorship and advertising regulation should be done by the advertising business and not by any outside authority. It is one of those widely held theories which is innocent enough on the surface, but also one which arouses bitter differences of opinion when details are discussed.

In the main, I agree with Mr. West in what he says about the unfairness and impracticability of trying to get publishers to shoulder most of the load. The idea of a Central Censorship Authority is fine, if it can be made effective. In my observation, all the plans for business regulation have fallen down at the point of enforcement. We have a perfect example in NRA.

That is the fly in the ointment in connection with Mr. West's Central Censorship Authority.

There will always be tremendous difficulty in persuading an advertiser, who is making money out of unfair advertising, to desist. In most cases of this kind, persuasion, argument and gentle pressure are

not sufficient. Where an advertiser's pocketbook is involved—that is, where he thinks he will lose money by changing his copy policy—the application of some kind of force seems to be indicated. Therefore, the problem apparently resolves itself into the question of how the Central Censorship Authority can be given enforcement power.

Here, I believe, there is an opportunity to bring in the co-operation of the established enforcement agencies of the advertising business, if you will permit me to place the A. B. C. and the Controlled Circulation Audits in that category.

Would it be practicable for the Central Censorship Authority to issue a stamp of approval to publisher members of these bureaus, whose records showed that they have not published advertising diapproved of by the Central Censorship Authority? This endorsement would be carried on the audit statement of each publication member of the A. B. C. and the C. C. A.

If a publisher runs copy, disapproved of by the Central Censorship Authority, the privilege of carrying the endorsement of the Authority would be withdrawn and the publisher would thereby be blackened with a stigma which would be public notice that he was not in sympathy with the law abiding section of the advertising business.

At the very moment I am thinking about this problem and dictating these words, I am forced to

--

Oct.

with

circ

No

incr

(

.

THE AMERICAN HOME

with an enlarged editorial policy, has gained 180,000 circulation in two years, and reaches a new high of

> 440,000+ in OCTOBER

No Premiums

No Arrears

No Short-terms

Advertising orders for 1935 are already four times our billing in 1933.

Shrewd buyers of space are taking advantage of our increased circulation and an active, selective market.

THE AMERICAN HOME

Published by

Country Life-American Home Corporation

444 Madison Avenue, New York City

CHICAGO

SANTA BARBARA

BOSTON

vertiser's -that is, se money olicy—the of force herefore, solves ithow the ority can ver. s an opco-operaorcement ng busito place olled Cirtegory. for the ority to to pubbureaus, hat they sing disral Cenendorsethe audit on mem-C. C. A. y, disap-Censorilege of of the

West's

ocused

Model le for

rector issue est be in the

isiness

awn and reby be which he was w abidng busin thinkdictatorced to

Oct. 2

reflect on the composition of the Central Censorship Authority (incidentally the name is unfortunate because the initials conflict). I can't help but wonder if there is any man or group of men skilled enough in walking the tight rope to be able to view judiciously questions of fair and unfair copy. So often questions of this kind are not matters of honesty or fairness at all. They boil down to questions or interpretations of word meanings.

If I am a manufacturer of midget radios, for example, I can say that my product is more rugged, more dependable and more effective than any other. When I make such a statement I refer to other midget radios, but when I make a statement of that kind I am sure to bring down on my neck the wrath of manufacturers of full-sized radios who naturally can build more rugged, more dependable and more effective receivers than I can.

Probably one of the greatest difficulties, in this matter of copy censorship, is this use of comparative terms. Comparisons may be odious, as the philosopher said, but they are sure fire to the copy writer.

I am afraid that all of the above will leave you in doubt as to what my opinion really is. The essence is simply this: I believe an attempt should be made to set up a Central Censorship Authority provided some means can be found to give the Authority enforcement powers. But I also believe that any man or group, who undertakes to administer the Central Censorship Authority, will be looking for a good reliable poison before a year is up.

Louis Wiley, Business Manager

THE NEW YORK TIMES NEW YORK

The viewpoint expressed by Paul B. West is correct, in my opinion. Advertisers and advertising agencies do not wish to ask advertising mediums to assume all of the responsibility for censoring advertising.

Mr. West's suggestion of "a rep-

resentative and duly constituted central authority" to handle censorship problems has merit. The Advertising Review Committee, now in existence, is at least one step in that direction.

The New York Times was a pioneer in establishing high standards of advertising acceptability and these policies have been maintained during recent years just as during periods of greater prosperity.

H. K. BOICE,
Vice-President,
A BROADCASTING SY

COLUMBIA BROADCASTING SYSTEM,
INC.
In general I do not like any

board of censors.

Speaking purely as an individual, as a result of my experience with

as a result of my experience with this medium, I feel we can handle the matter satisfactorily with our advertisers without inviting anybody else into the picture.

FORD BILLINGS
General Sales Manager, KSTP
MINNEAPOLIS, MINN.

There is nothing in Paul B. West's suggestion which anyone should take exception to. It is high time that reputable advertisers, their agencies and the various media use their co-operative abilities to restrict a small amount of bad copy, and to publicize how small that amount is in the aggregated whole.

F. W. Ensley,
Advertising Manager,
McCormick & Company

BALTIMORE

Without going too deeply into the subject, we would much prefer to see some agency set up by the advertising industry itself than to see the Government set up another Bureau to censor and supervise advertising.

Our company has always been conservative in the statements made in its advertising. However, there is no doubt that a great many misleading advertisements have ap-

TORONTO DAILY STAR

FIRST in AMERICA

IN TOTAL ADVERTISING

Evening Newspapers Leading in Total Advertising in their Respective Cities during the Month of August, 1934.

Newspaper Linas

TORONTO DAILY STAR 1,216,856

Washington Star 1,162,012

Pittsburg Press 1,027,404

Newark News 945,216

Montreal Star 945,125

Detroit News 944,971

Brooklyn Eagle 927,943

Baltimore Sun 920,075

Akron Beacon-Journal ... 919,911

The Toronto Daily Star led all papers on the North American continent in volume of advertising carried. This linage includes classified advertising, and the records are those given by Editor & Publisher in their issue of September 22, 1934.

In addition to August. The Daily Star led all papers on the continent in two other months of this year, having a leader-ship, therefore, in three of the eight months to date.

The total linage for the eight months shows the Washington

Star—the only paper with more linage than The Toronto Star leading The Toronto Star by less than 700 lines. None of these figures include Star Weekly linage.

The Toronto Daily Star, with its enormous circulation by farthe largest of any daily newapaper in Canada—and its low "milline" rate—lower than any other Canadian daily—is the best advertising "buy" on the market for selling everything from a can opener to a motor car.

TORONTO DAILY STAR

The Largest Daily Newspaper Circulation in Canada U.S. Representatives, Chas. H. Eddy Co., New York, Chicago, Boston

System,

constituted andle cenerit. The committee,

least one
es was a
igh standceptability
een mainrs just as

ter pros-

ndividual,

ence with an handle with our ing any-

KSTP N.

Paul B.

anyone

anyone

to a li

advertise

various

ive abili
nount of

ize how

a aggre-

ANY
ply into

7,

h prefer by the than to another vise ad-

ys been its made ir, there iny misive ap"Sure well play ball - if yo in



*PRINTERS' IN EEK

ive us a better price

THE BEST ANSWER TO THIS ONE IS A HIGH

I.O.

Familiar bogey of many a business is buyer pressure for concessions in price. Against it, the best weapon your company can have is a high I.Q. For I.Q. means *Idea Quotient* (which equals "ideas produced" divided by "men employed").

It is the aim of Printers' Ink to foster the high I.Q. as the soundest defense against profitless price-cutting. Analyze the contents of this issue ... in the light of their contribution to the ideaseeking merchandiser.

Again we make our point . . .

the higher the I.O.

S' IN EEKLY . PRINTERS' INK MONTHLY

peared which have a tendency to lessen the effectiveness of honest straightforward advertising.

On the other hand there have been so many different Bureaus and Code authorities set up during the last year or so that we hate to see any more new committees or bureaus appointed. We understand, however, that according to Mr. West the cost of a central authority on advertising would be negligible. This would be a better solution than a Government controlled bureau.

> ROBERT TINSMAN. President,

FEDERAL ADVERTISING AGENCY. INC.

NEW YORK

I am inclined to agree with Mr. West's general viewpoint as regards advertising censorship by advertisers themselves.

As to the administration, perhaps it might be advisable to have a committee, composed of a membership representative of advertisers, agencies, and media, with a Chairman-Chief Censor of reputation and authority-perhaps on salary-who would have time to devote to this job without the necessity of calling a committee meeting every time a decision was

to be made, except for change of policy.

I do not offer this as a program, but merely as a suggestion.

ED. WOLFF. Treasurer, HUGHES, WOLFF & COMPANY ROCHESTER, N. Y.

It has long been my contention that, in a lawsuit involving advertising, both sides would be more likely to receive justice if the jury were composed of advertising men. Their familiarity with the subject would avoid, I believe, many injustices that seem unavoidable when a decision is left to men who, ignorant of the background, must judge a case on the immediate isolated facts. That I consider a grave fault in our jury system in virtually all civil cases.

Naturally, then, I heartily ap-prove Paul West's suggestion. No honest advertiser can object if all advertising be regulated in the in-terests of honesty-provided that the regulating be done intelligently. If advertisers don't regulate advertising, the Government apparently will. I believe the job can be done more fairly and more intelligently by men who, in addition to legal power, have a profound understanding of all the factors.

Harwood with Donahue & Coe

Frank W. Harwood, for a number of years advertising manager of the American Tobacco Company, is now associated with Donahue & Coe. Inc., New York advertising agency. He had been with Lennen & Mitchell, Inc., as a vice-president and, more recently has been engaged in NRA work at Washington.

Louis F. Boitano, formerly an executive with the Boyle Zipprodt Corporation, New York, has also joined Donahue & Coe.

Waggett Joins Muench

Frank G. Waggett, formerly with the J. Walter Thompson Company and more recently with Station WGN, has become associated with C. Wendel Muench & Company, Chicago advertising agency.

Represents Medford "Mercury"

The Medford, Mass., Mercury has appointed the Geo. B. David Company, publishers' representative, as its national advertising representative.

Ohio Newspapers Elect

E. C. Dix, of the Wooster Record, has been elected president of the Ohio Select List. Other officers elected are: T. S. Moorehead, Cambridge Jefferzonian, vice-president; C. H. Spencer, Newark Advocate, secretary-treasurer, and as vice-president; C. H. Spencer, Newark Advocate, secretary-treasurer, and as directors, E. A. Neutzenholzer, Massillon Independent; C. A. Rowley, Ashtabula Stor-Beacon; E. S. Myers, Middletown Journal; J. E. Hurst, New Philadelphia Times; Edgar Kochl, Ashland Times-Gasette, and A. C. McClung, Troy News.

New Boston Business

The Much-Hazelton Organization is a new merchandising service, formed at Boston by R. M. Much, formerly passenger traffic manager of the Hudson Navigation Company, New York, and Everett L. Hazelton, New England representative of Rode & Brand. The company has been engaged to conduct a series of 237 cooking-school sessions throughout New England. Offices are at 177 Milk Street.

Some

MY r of the tionsblue pa the La smoke dignati Publish number panied adverti sponde to Chie all abo We

> iump, Bolshe and d corpor guage. Let an busines would: ever t the pro the ar that so We witnes

permit alienal Consti by th dence, Comm sense, happer drag i history of the come shriek tory e

peals Fron vention lations.

thunde the la

Red, White and Blue

Some Pungent Reminiscences of the Stormy Birth and Eventful Life of the Audit Bureau

By Marco Morrow

Assistant Publisher, The Capper Publications

M Y recollections of the first meeting—the organization meeting of the Audit Bureau of Circulations—centers in a red, white and blue parlor on the second floor of the LaSalle Hotel . . . blue with smoke and language, red with indignation, and white with heat. Publishers of farm papers to the number of fifty or more, accompanied by their highly concerned advertising representatives, had responded to the call and had come to Chicago to find out what it was all about

We learned! And at the first jump, right off the reel, we went Bolshevik—even before that handy and devastating epithet was incorporated into the English language. We let out a roar: "What! Let anyone tell us how to run our business!" We'd be damned if we would; the proposed rules—whatever they were—were too strict, the proposed dues were too high. If the autocratic agencies want all that sort of stuff, let them pay for

We called upon high heaven to witness that we'd never, never permit the curtailment of our inalienable rights guaranteed by the Constitution of the United States, by the Declaration of Independence, by the Magna Charta, by Common Law and by common sense, and by anything else that we happened to think of and could drag in; -in short, we anticipated history and gave a dress-rehearsal of the Code-meetings that were to come nineteen years later. Our shrieks for liberty were anticipatory echoes of some of the stagethunder we have been hearing in the last twelve months. Our appeals to Anglo-Saxon tradition were just as vehement—and may I add—just as futile?

Well, we ranted and protested and adjourned and re-convened and passed more resolutions, and finally like Don Juan's Julia,

"Whispering (only it wasn't a whisper).

"Whispering we would ne'er consent—consented."

And, like Julia, we liked it when we got used to it.

I must confess, however, that the consent was given only after Stanley Clague—peace to his ashes—had told us with great eloquence and greater heat, just what was what—and how! I remember his waving his hand—well, the hand was closed—and maybe it shook a little—not trembled, just shook—in close proximity to my face—as he declared that farm papers ought to be on their knees begging to get in; proud to be admitted to decent society.

Stanley could give the late General Hugh Johnson cards and spades when it came to "cracking down."

Entered with Grumblings and Misgivings

And so, with some misgivings, and reluctance, and grumbling, we came in. But the misgivings and doubts soon disappeared and we have been in for twenty years, proud of the fact that—well, after careful and sober considerationwe had part in the founding of the Bureau and in the establishing of its standards; a part in what we must all believe to be a triumphant demonstration of the principle of self-control in Industry. We are proud to be a part of that. And, incidentally, we are happy in the knowledge that we have profited by the maintenance of those standards. We have learned-and it

23

t. 25, 1934 hange of

program,

MPANY

entention g adverbe more the jury ing men, subject nany inble when en who, d, must

isider a

stem in tilly apion. No
it if all
the ined that
ligently.
ate adappariob can
iore ininddition

ofound

factors.

Record, he Ohio ted are: rrsonian, Newark and as r, Mas-Rowley, Myers, st, New all, AsheClung,

tion is med at ly pas-Hudson k, and nd repne comduct a sessions are at

From an address before the annual convention of the Audit Bureau of Circulations.

seems that every generation must make the discovery for itself—that decency pays.

One of the first things wideawake publishers discovered—and it is a thing now too often overlooked or taken for granted—was the value to themselves of accurate circulation-records and an annual audit of them. I remember, after



Phil Thomson introduces his friend Marco in a few well-chosen words

the first audit of The Capper Publications—made, by the way, by Mr. Chandler, now the Bureau's efficient Chief Auditor—Governor Capper had an interview with the auditor and went over the reports. "If these audits," Mr. Capper said, "were never issued to advertisers, they still are worth more than our memberships cost—because of the light they throw upon our own business."

I am too young a man to be forgiven garrulous reminiscences. But I know that there are in this audience, advertisers, agents, publishers and publishers' representatives, who belong to a new generation—men who take verified circulation as a matter of course and who cannot conceive of the confusion, and uncertainties and the wastes of the easy-going, claim-everything, old days. Many efforts had been made in the score of years preceding the founding of the Bureau, to do even so fundamental a thing as to see up a definition of the loosely used word, "circulation." No one knew what publishers meant by it. As a matter of fact, publishers didn't have circulation, they had claims; and under the good old laissez faire system, the best of men felt compelled to meet the claims of every competitor; they had to see every raise. "Well, if he claims 100,000 I claim 125,000; the old so-and-so can't get ahead of me!"

Circulation in Those Days Was a Mystery

Circulation was not only an unknown quantity and of indeterminate quality but its situs, locationwhat we now call "distribution"was a mystery. I remember thirty years ago-I was in the advertising agency business-being perplexed by the number of replies which one of our customers (we didn't have "clients" in those days) received from a State in which we were using no publication and in which we were not at all interested. After pondering the matter for some time it finally dawned upon us that possibly some of the papers we were using had circulation in this unwanted State . . . and a great idea hit us: why not find out where the papers we were using, circulated? Here was something new. But a request for that information called forth vigorous protests from publishers; they hadn't time to count the names on their galleys; "what's the big idea, anyway?" and so on and so on.

It was with difficulty that we finally got enough information to establish the fact that we were innocently buying many thousands of circulation in territory in which we had no distribution of our product. I cite this incident to emphasize the fact that the service which the Bureau renders publishers and advertisers is not by any means confined to verification of the number of copies paid for by the subscriber—the whole structure of modern advertising is built on A. B. C. foundations.

This convention rightfully pays tribute to the founders of the Bern

Bern Buic Cana Cela Chry Colg

Com Com Cum Cum Dew Dun

Eliza Esso Fass Ford Ford Frig

Good

Gille

adve

reco

LUSTING TAT

Exp Age enti LA!

CO

ME

THEN

G. C.

o do even as to set sely used one knew y it. As ers didn't d claims; ssez faire felt comof every see every s 100,000

so-and-so

ly an unndetermiocationbution"per thirty **Ivertising** perplexed which one dn't have received

rere using which we I. After ome time that poswe were this unreat idea where the rculated? . But a on called rom pubto count

; "what's nd so on that we nation to were insands of n which our prodto eme service publisht by any

structure built on

ation of d for by

of the

Harriet Hubbard Ayer Bermudt eatherill White" Whisky Hubmobile " Black Jantzen Iohnnie Walker Canadiaha Kayser scific Celano Kestos Chrysle Kodak Colgate's isterine ouis Phillippe Community Pla Condé Nast Publication Iusterole jent Line Courtauld's Cunard Steamship Co Parke, Qavis & Co. Dewar's Pepsodeni Dunlop Elizabeth Arden Pratt's Ellyl Sulka & C Essolube Fasset & Johnsble Tangee Thos. Cook & Son Union-Castle Line Ford Motor Company Forhan's Frigidaire Vapex White Star Line Gillette Good year Yardley 44 4711 " Guinness

advertisers whose names recognize—use the world-renowned

ISTRAT VSPAPI

LUSTRATED LONDON NEWS-The SKETCH-The SPHERE TATLER—The BYSTANDER—SPORTING & DRAMATIC NEWS

Export Managers, Advertising Managers and Advertising Agency Executives are invited to write for two brochures entitled "FOR THE FIRST QUARTER MILLION IN THE LAND" and "BRING YOUR PRODUCT TO LIFE WITH COLOUR." These give interesting facts about the British Market which we believe you will like to have in your files.

SIFTEEN PEOPLE READ EACH THEN EVERY FOURTH COPY GOES OVERSEAS

Please address communications to G. C. Morphett, Advertisement Director, 346 Strand, London, England.

Bureau and the work which the Bureau has done. The task of solidifying opinion and harmonizing diverse interests was tremendous . . . I wonder if I shall seem to detract from the glory of the founders if I call attention to a preceded John-the-Baptist who them, clearing the way in the wilderness. I don't mean Uncle George P. Rowell, of PRINTERS' INK and the American Newspaper Directory, although he was a valiant warrior, waging an unceasing fight upon the circulation liar. I don't mean the several associations that made tentative efforts toward establishing standards, although they too helped. I mean, specifically, the Act of Congress of August 24, 1912, providing that daily newspapers should publish twice a year a sworn statement of their circulation for the preceding six months. In those pre-war days an ancient tradition still existed, namely: "It hain't safe to monkey with Uncle Sam." Publishers who had beenshall we say, a little careless?-in what they told advertisers, became less enthusiastic when the Federal Government demanded a "sworn statement."

The older men in the audience will remember what a change that Act made in the circulation claims of many publishers. It was a birchrod that did much to inculcate a wholesome respect for truth; and in my opinion was a tremendous factor in making possible this great organization. Let us not forget that old John Law helped to clear away the debris, and did some of the spade-work preliminary to laying

foundation on which we the builded. If this were a dinner I should propose a toast to "Liberty Under Law."

But the Act of August 24, 1912 was, as I have said, only a forerunner; and a forerunner merely runs before something else. blazes the way. The Act fell far short of solving the problem; for the simple reason that it still left to private interpretation the definition of "circulation." The honest publisher still could not be sure that he was measuring his distribution by the same yardstick that another publisher, equally honest, might be using.

It was soon evident that something more was needed: definitions must be agreed upon, standards must be set up, and a workingformula must be devised for the application of the definitions and the maintenance of the standards. The A. B. C. was inevitable. The Bureau is not the child of Theory. It was born of necessity; the exigencies of the times demanded It grew in stature because it functioned. It survives because it works. It works not only for the publishing industry, for advertising and merchandising, but for the entire business structure of America; a demonstration that Business can. if it will, exercise a control over its own activities, looking toward truth and decency; a shining example of a sincere co-operative effort of business men to elevate standards and practice in the interest of the common good.

Long may this Bureau continue to serve that good!

Tower Advances Schroeder

Edward L. Schroeder has been appointed Eastern advertising manager of Tower Magazines, according to Robert H. Flaherty, advertising director. Mr. Schroeder has been with Tower Magazines since before the first issue in December, 1929, covering both New England and New York accounts.

Walter Holmes will succeed Mr. Schroeder in the New England trritory. William I. Englehart heads a new fashion promotional department for the various Tower Magazines as well as selling activities in connection with that department.

Farm Publishers Meet

With the suggestion that the plan le extended to cover the farm area, the Agricultural Publishers Association, meeting at Chicago last week, adopted a resolution endorsing the proposed plan of the Government to set up an index

of the Government to set up an index of consumer buying power. The group pledged its hearty co-opera-tion toward carrying out this project. Four directors were re-elected: J. F. Young, Pacific Northwest Farm Tros: W. C. Allen, Dakots Farmer; H. C. Klein, The Farmer and Farm, State and Home; Neff Laing, Pennsylvans Farmer. Farmer.

And T

CLEXI timingortant herchand anufact rown. he Philo oration, farket reek. T s annua "We a apid cha

hose de

eem to

Mr. Bro hsolete long wi will, pr logans escence. "So it of keen ahorator petition type of to bring sumer c Advertis sell goo Monday is towar

quisite !

first wit

prestige

Many

the time

duce co

Left to

ct. 25, 1934

hich we dinner I "Liberty

24, 1912, y a foreer merely else. It t fell far blem; for still left the definithe definithe be sure his dis-

yardstick sally hon-

nat somelefinitions standards workingfor the tions and standards. ble. The f Theory, sity; the lemanded ecause it ecause it

vertising
r the enAmerica;
ness can,
trol over
g toward
ning exoperative
o elevate
the inl.
continue

y for the

e plan be area, the sociation, adopted a osed plan an index

co-operaproject. ed: J. F. rm Trio; r; H. C. m, Stock ensylvania

An Age of Change

And Therefore an Age Where Speed Counts, Major Market Group Is Told

CLEXIBILITY and sharp, quick iming—these are the vitally important elements in advertising, archandising, distribution and anufacturing today, Harry Boyd frown, merchandise manager of he Philos Radio & Television Corporation, told members of Major Jarket Newspapers, Inc., last eek. The group was convened in annual meeting at Chicago.

"We are living in an age of pid change, of a buying public whose desires, habits and ambitions em to change from day to day," Ir. Brown stated, "Goods become beolete almost overnight and, long with the merchandise, goodwill, prestige, trade-marks and logans head for the same obso-

escence.

"So it appears that these times of keen quick-moving engineering, aboratory and merchandising competition are doing away with that type of advertising which pretends to bring 'cumulative effect,' consumer consciousness and prestige. Advertising run on Monday must sell goods on Tuesday—if not Monday afternoon. Hence the trend is toward advertising which deals first with selling the goods, with prestige as the plus."

Many advertising men are behind the times in that they do not produce copy that has the speed requisite to today's conditions, Mr. Brown added. There is too much dawdling with epigrams, fancy types, the "acme of domestic efficiency" sort of copy. Advertising must perform its job as a selling force in the same direct, to-the-point style which the salesman on the firing line has learned he must use.

Another feature address of the meeting was that of H. Dorsey Newson, of the Federal Housing Administration, who cited a long series of concrete examples of how publishers and advertisers are capitalizing upon the Government housing program. "The Better Housing Program claims to produce no magic or automatic solu-tion of business difficulties," he said. "It is simply a long-haul, selfhelp program depending entirely upon individual initiative. As such it offers a golden opportunity to newspapers to help end relief rolls, to build for future increasing recovery, and to allow you, as newspaper men, to take out clean profits proportionate to what you and your papers contribute."

Col. Leroy W. Herron, advertising manager of the Washington Star, was re-elected president. All other officers were re-elected, as follows: W. F. Schmick, first vice-president, Baltimore Sun; H. Ponting, second vice-president, Detroit News; Leslie M. Barton,



Left to right: John F. Tims, Jr., Leslie M. Barton, George M. Burbach, Harry Boyd Brown and H. H. Hoffman

Oct. 25.

For th

Th Aver

Su

Sept.

Sept.

Sept. Sept.

(GC

Sept. Sept.

EV

Leade

secretary-treasurer of the group.
All directors were also reelected, the board continuing with
this membership: George M. Burbach, St. Louis Post-Dispatch;
H. H. Hoffman, Worcester Telegram-Gazette; E. E. Robertson,
Kansas City Star; Carl P. Slane,
Peoria Journal-Transcript; John
F. Time Ir New Orleans Times. secretary-treasurer of the group.

F. Tims, Jr., New Orleans Times-

Picayune & States; Frank E. Tripp, Gannett Newspapers, and Harvey R. Young, Columbus Dir. patch.

Frank S. Baker, Tacoma News Tribune-Ledger, and J. A. Van Turen, Cleveland Plain Dealer, who were added to the directorate since the last annual meeting, were also re-elected.

Joins San Francisco "Examiner"

The San Francisco Examiner has added to its staff as promotional advertising manager, Lee Smith, for a number of years with the Omaha World-Herald, in a similar capacity. More recently he has been engaged in the establishment of a promotional advertising bureau for the California Newspaper Publishers Assective of the California Newspaper Office of the California Newspaper Offic sociation.

Andy Gump to Go on the Air

Andy Gump and his cartoon strip family are to be given dramatized char-acterization in a new broadcast series, sponsored by the Corn Products Refin-ing Company, New York, maker of Linit, Karo, Mazola and Kre-Mel. The program series will be a network broad-cast of a quarter hour at noon five days a week. a week.

Accounts with Hoyt

The Hills Brothers Company, New York, has appointed the Charles W. Hoyt Company, of that city, to direct the advertising of Dromedary Gingerbread Mix. This agency has also been appointed to handle the advertising of S. B. Thomas, Inc., Long Island City, N. Y.

Central Hanover Appointment .

Craig R. Smith has been placed in charge of trust solicitations for the Central Hanover Bank and Trust Company and will also supervise advertising. He has been with Central Hanover since 1928.

With Minneapolis Agency

James M. Sutherland, for six years with the Minneapolis, Minn., Star, has joined the McCord Company, Minneapolis agency.

Joins McCann-Erickson

Henry P. Clark, for more than four years with the export division of N. W. Ayer & Son, has joined the New York staff of McCann-Erickson, Inc.

Names Frederick & Mitchell

The American Legion Monthly has appointed Frederick and Mitchell, Inc., Chicago, to direct its promotional adver-

Campaign for "Recovery Rug"

The Artloom Corporation, Philadelphia, is introducing a "Recovery Rug" and sponsoring a new decorative trend in home furnishings, termed the Adapt able style. Williams & Saylor, Inc. New York, has been appointed merchan-dising and advertising counselor for both the floor covering and upholstery divisions of the company.

Has Paper Account

The Whiting-Plover Paper Company, Stevens Point, Wis., has placed its advertising account with Needham, Louis and Brorby, Inc., Chicago. Whiting-Plover manufactures commercial station. ery, including Artesian Bond, Redemp-tion Bond and "Kee-Bord" typewriter

Mallory Resumes Agency Work

Charles N. Mallory, for the last year engaged in the insurance business, has organized his own sales and advertising service in Chattanooga. He was fororganized his own sales and advertising service in Chattanooga. He was famerly engaged in advertising agency work and, for eight years, was advertising manager of the B. D. Loveman Company.

Ebolite's Plate Process

The Ebolite Corporation, Chicago, The Ebonic Corporation, Chicago, in introducing a process engraving plate whose printing surface is Celluloid in-stead of copper. W. E. Sproat and Company, advertising agency of that city, handle the Ebolite account. Direct mail and business papers will be used.

Sells "Turkey World"

The Lightner Publishing Corporation, Chicago, has sold Twrhey World, to the Poultry Dairy Publishing Company, Mount Morris, Ill. Lightner has purchased several small specialty magazines in the pet field and has combined them into All Pets magazine.

Heads Salada Sales

Norman J. Holmes has been appointed general sales manager of the Salada Tea Company, Boston. He has been with the company for thirty-five years. In 1923 he became manager of the New York branch of the company in charge of Middle Atlantic territory.

IN MIAMI

THE HERALD LEADS

MORE THAN EVER

SWORN STATEMENTS TO THE GOVERNMENT For the Twelve Months Period Ending September 30, 1934, Show the Following Facts:

The Miami Herald

Daily, 46,767 Sunday, 47,665 The Other Paper

Daily, 32,551 Sunday, 27,772

The Herald Leads Daily By 14,216 Copies The Herald Leads Sunday By 19,893 Copies

ACCORDING TO GOVERNMENT STATEMENTS SIX MONTHS PERIOD ENDING

Sept. 30, 1929, The Herald Led By 7,055 Daily—10,529 Sunday Sept. 30, 1930, The Herald Led By 8,604 Daily—11,538 Sunday Sept. 30, 1931, The Herald Led By 8,823 Daily—11,402 Sunday Sept. 30, 1932, The Herald Led By 9,787 Daily—13,444 Sunday

(GOVERNMENT STATEMENTS NOW REQUIRED YEARLY)
TWELVE MONTHS PERIOD ENDING

Sept. 30, 1933, The Herald Led By 12,859 Daily—17,588 Sunday Sept. 30, 1934, The Herald Led By 14,216 Daily—19,893 Sunday

IN MIAMI
"EVERYBODY READS THE HERALD"

The Miami Berald

FRANK B. SHUTTS, Publisher

Member Audit Bureau of Circulations

National Representatives

J. P. McKINNEY & SON 30 Rockefoller Plaza, New York 742 Market Sirest, Sun Francism 400 N. Michigan Avenue, Chicago GEO. M. KOHN, Inc. 908 Walton Building Adunte, Georgia

Leader Thirteen Years in Advertising and Circulation in the Miami Territory

the Adaptaylor, Inc., ed merchaninselor for upholstery

Company, ced its ad-

Frank E apers, and

oma News
. A. Van
n Dealer,

directorate

eting, were

Rug"

, Philadel.

overy Rug"

rative trend

Whitingial stationl, Redemptypewriter

e last year siness, has advertising was forng agency was adver-Loveman

chicago, is ring plate Iluloid inproat and of that nt. Direct be used.

rporation,
Id, to the
Company,
has purmagazines
ned them

appointed slada Tea with the In 1923 ew York harge of

Counting Stockholders

Number of Them a Company Has on Its List Is of No Great Importance or Significance

THE HOOVER COMPANY NORTH CANTON, OHIO

Editor of PRINTERS' INK:

In the May, 1933, issue of PRINT-ERS' INK MONTHLY you published a list of the number of stockholders in 50 of the leading companies, covering the years '29, '30, '31 and '32. Not having observed a similar list

Not having observed a similar list covering 1933, am wondering as to whether or not you did publish same, or if you have this information available.

H. W. HOOVER,

President.

A FEW years ago public relations counselors frequently pointed to the increasing numbers of stockholders on the books of the companies which they counseled as an indication of the results they were obtaining. Enthusiastic advertising agents have been known to take credit for this phenomenon. The theory was that advertising had familiarized so many persons with the company and its products that these people had become anxious to own stock in such a fine, well-known organization.

As a matter of fact, financial experts today pretty generally agree that the number of stockholders a company has is not significant. It isn't even important. Stock traders are of the opinion that an increase in the number of stockholders of a company means that the larger holders are unloading and that a decrease in the number of stockholders means that the stock is being accumulated by large holders. Perhaps this is true but it is only important to speculators, not to the

management.

The number of stockholders in the fifty companies that were listed in the May, 1933, issue of Printers' INK MONTHLY has decreased slightly. The figures for the close of 1933 are given in the accompanying table, which also contains

the corresponding figures for 1932 1931, 1930 and 1929.

This list explodes the theory that an increase in the number of stockholders is an indication of an increase in public confidence. About eighteen companies reported gains Eight of these were utilities and certainly no one could maintain that there has been an increase in confidence in the utilities. Several large advertisers are represented in this increase list, including Borden Du Pont, Eastman, General Electric, General Foods and Standard Brands. Among those who lost in the total number of stockholders are, on the other hand, General Motors, Packard, Standard Oil, Union Carbide and Westinghouse What's the answer? There ap-

parently isn't any.

Perhaps, as some authorities believe, a lot of little stockholders jumped into the market after the crash, believing that stocks were low and must come back. Now they are getting tired of holding on and are selling. But why is this true of some and not of others? Increases and decreases in earnings, rise or cut in dividends do not account for the change in figures.

One Significance to Merchandisers

The chances are that these figures are not important. They mean only one thing to the merchandising man: the mailing list which he uses to send pertinent information or sales literature had decreased or increased. In this connection it may prove interesting to refer to the September 20, 1934, issue of PRINTERS' INK which summarized seven points to consider in selling to stockholders. The article was entitled, "How to Sell to Stockholders."

The tabulation of figures is, however, interesting. Our suggestion to those who study it is that they be careful of any conclusions drawn

The talleading company the close in some company

Amer. Rac

Amer. Sm Amer. Tel Atchison Atlantic Baltimore Bendix A Borden C anadian Chesapeak lities Ser dumbia ommercia mmonw Cons. Gas Pro Corn n Pont Eastman Electric F General F General F General Great No Illinois Ha Int'l. No. Int'l. 1... Nat'l. Da Yor N. Y., N Niagara North An Pacific G Packard Pennsylva Standard Standard Standard Standard

> Directs Harry Reynolds

represent

vertising

Texas Co

Fransame

Union C United C

United G U. S. S

Warner Westingh

Woolword

Appoin

Colche has place the Hue that city No Great

s for 1932 theory tha r of stock of an in ice. About rted gains tilities and maintain increase in . Several resented in ig Borden eral Elec-Standard ho lost in ockholders , General dard Oil tinghouse There aporities beckholders after the cks were ck. Now solding on y is this f others? earnings, o not acgures.

at these t. They the meriling list tinent inture has this con-

esting to

20, 1934, which to concholders. 'How to

is, how-

they be drawn

Number of Common Stockholders in 50 Companies

The table below shows how widely distributed is the stock of fifty leading companies. The figures were supplied by the Standard Statistics Company, Inc. The number of stockholders in this tabulation (shown at the close of the indicated years, or nearest record dates) are approximations in some cases.

in some cases.					
	1933	1932	1931	1930	1929
Amer. Rad. & S. S	39,411	36,573	30,675	24,856	19,636
Amer. Smelt. & Ref	15,840	16,941	16,974	15,594	11,759
Amer. Tel. & Tel	680,939	700,851	644,903	567,694	469,801
Atchison	40,560	41,890	41,784	40,874	40,927
Atlantic Refining	28,000	29,350	28,100	24,900	19,000
Baltimore & Ohio	40,122	42,244	42,234	39,983	34,783
Bendix Aviation	22,060	22,635	18,740	14,898	8,453
Borden Company	37,916	36,236	32,383	24,383	17,167
Canadian Pacific	75,828	77,900	77,046	65,758	52,392
Chesapeake & Ohio	24,000	18,258	13,840	9,482	6,168
Cities Service	543,923	550,942	518,299	429,669	341,497
Columbia G. & E	49,331	49,000	48,000	40,063	32,000
Commercial Solvents	25,671	27,323	22,446	15,600	8,621
Commonwealth & South	174,283	170,056	159,800	125,296	63,316
Cons. Gas (N. Y.)	94,734	90,986	82,947	76,224	74,000
orn Products Ref	12,800	12,000	10,675		8,000
Ou Pont	51,047	50,778	42,465	34,643	25,470
Eastman Kodak (com. & pfd.)	39,100	38,755	36,088	33,274	31,000
Electric Bond & Share	119,735	120,365	120,198	93,944	68,010
General Electric	188,316	181,310	150,073	116,750	60,374
eneral Foods	58,000	56,000	52,000	42,400	32,065
eneral Motors	334,261 37,520	348,247	295,961	247,885	140,113
reat Northern pfd	15,798	39,833 17,455	38,944 16,247	38,691 15,224	38,109 15,111
llinois Central	21,000		21,374		
ntl. Harvester	89,122	23,405 98,557	94,621	17,643 76,235	15,200 54,241
nt'l. Nickel	89,554	98,199		77,804	53.594
	68,230	65,000	57,000	45,500	31,074
at'l. Dairy Products	60,262		62,719	56,635	52,722
lew York Central		63,686 18,793	18,623	18,379	19,002
Y., N. H. & Hartford		98,700	101,023	88,437	70,400
Viagara Hudson Power	63,965	60,599	53,854	45,624	37,718
	34,695	33,060	30,840	27,087	24,015
Pacific Gas & Elec		112,052	104,756	90,000	30,000
ennsylvania Railroad	110,127 238,876	250,506	245,509	233,414	196,119
	33,879	38,207	38,770	26,188	12,025
hillips Petetandard Brands	103,841	94,679		71,200	50,613
	69,955	72,352	69,391	62,175	57,300
tandard Oil Califtandard Oil Indiana	95,860	101,886	99,426	90,851	81,022
tandard Oil Indiana		141,419	127,046	111,956	92,758
tandard Oil of N. J	133,717	89,716	85,082	74,970	65,898
exas Corpexas Gulf Sulphur	86,000 25,435	26,801	25,414	22,485	17,300
	223,000	235,000	240,000	217,567	165,900
ransamerica Corp	52,653	53,439	49,369	38,404	28,780
	105,117	102,100	87,025	68,404	42,378
Inited Corp.	98,858	94,746	86,120	75,630	66,567
Inited Gas Improve	187,978	190,853	174,507	145,566	120,918
	38,800	44,000	43,000	29,000	11,157
Varner Bros	49,488	51,235	51,315	46,769	41,906
Woolworth (F. W.)		41,138	33,817	26,100	20,000
	4.998.383	5.075.076	4,719,751	4.031.308	3,076,379
	-in-air-no				

Directs Skelgas Advertising

Harry W. Clifford, formerly with Reynolds-Fitzgerald, Inc., publishers' representative, has been appointed advertising manager of the Skelgas Company, a subsidiary of the Skelly Oil Company, Kansas City, Mo.

Appoints Hudson Agency

Colchester Galleries, Inc., New York, has placed its advertising account with the Hudson Advertising Company, of that city.

Milk Dealers Elect Burns

Robert A. Burns, general sales manager of the Whiting Milk Companies, Winchester, Mass., was elected national chairman of sales and advertising by the International Milk Dealers' Association at its recent convention held at Cleveland.

Joins Freer Staff

R. J. Allen, for a number of years with the Toronto Globe, has joined the staff of Burton Freer, advertising, of that city.

Canners and Standards

Peppery Report Takes Violent Issue with CAB on Success of Canadian Grading Plan

R ECENTLY, when the Labeling Committee of the canning industry submitted to the NRA a report containing a plan for the descriptive labeling of canned foods, the Consumers' Advisory Board criticized the committee's ideas and advocated the adoption of the Canadian grading and label-

ing system.

Last week the Labeling Committee, through the National Canners Association, released a statement which takes violent exception to the CAB report. Parts of this statement are particularly interesting because of the sidelights they throw upon the Canadian system which has been so ardently supported by the CAB. Other parts of the report are interesting because they take such violent exception to the "theoretical" and "impractical" recommendations of the CAB.

Sections of the committee's re-

port follow:

"The point upon which the public should be particularly informed is that the A B C grades which the [Consumers' Advisory] Board so enthusiastically and insistently attempted to force upon the industry have now been abandoned because of their impracticality and unenforcibility, and that the Board's sole reliance for quality grading is the plan of the Bureau of Agricultural Economics to formulate new quality grades, in connection with which it is stated that a grading system for one product-tomatoes-has been worked out, but that the details have not been published. The new formula for determining quality grades has been ex-plained orally to representatives of the canning industry, who agree that the new formula is less objectionable than the old one, but who nevertheless maintain that the new system is still unsound in principle and therefore unworkable.

"The Board's report starts out by referring to the canners' proposed system of labeling as a halfway measure. This is a very unfair statement, because the canning industry proposes to tell the consumer in descriptive terms all the characteristics of its products that can be defined or measured by physical measurement or other objective test."

"The Board's next comment is that numerous tests would have to be worked out for every canned product. This statement tends to prejudice rather than to inform, because it is obvious that tests will be necessary with any other enforcible system that can be evolved. Their next point is to emphasize the desirability of 'one familiar statement.' The answer to this is that no one statement can adequately portray the facts.

"For several years canners have been in position, if they so desired, to use the A B C grade label system, and the Board attempts to explain the very limited extent to which it actually has been used by saying that 'the graded products have had to stand competition from other products upon whose labels the canner might place any unsupported claim of excellence that

suited his fancy.

"The public is entitled to a full understanding of the facts in this connection, which are these: for years the Bureau of Agricultural Economics has conducted an active propaganda for the adoption of its grading system, even circularizing the industry with an offer to inaugurate an official broadcasting program to induce consumers to buy A B C labeled products if canners packing a total of 5,000,000 cases would agree to have their products inspected and graded under the Bureau's system. But despite this promise of advertising

Bronx Home News Opens. Its Own Cooking School

THE BRONX HOME NEWS has established its own SCHOOL OF COOKING and Household Economics in the Bronx Opera House Building, 438 East 149th Street, one and a half blocks east of the 149th Street "L" and "Sub" stations. It is under the direction of Edith Alcott, a noted expert in food preparation.

The first session was held October 15th, and the present program is for at least three sessions a week, Mondays, Wednesdays, and Fridays at 2 p. m., with special sessions as occasion demands on Tuesdays or Thursdays.

There also will be some evening sessions.

The school is domiciled in a spacious, well-lighted, modern balconied auditorium with a 40-foot ceiling and comfortably accommodates 450.

The intention is, however, to keep classes at 250 or thereabouts as the most satisfactory figure with regard to seeing and hearing as well as general comfort and intimacy. The kitchen has been inset in a specially constructed stage cottage and is replete with the most modern range, cabinet, refrigerator and all the other needed equipment, which will be changed as soon as new models appear.

Among the manufacturers and products already participating in the school's activities are:

Bokar, 8 o'Clock and Red Circle Coffee, Domino Sugar, Bab-O, Bon-Ami; Budge-it Cleaning Compound, Mazola, Karo, Kremel, Campbell Soups, Drake's Cakes, Dugan Bros. Bread; Duff Ginger Bread Mix; May Pell Syrup; Kitchen Klenzer, Bond Bread; Wheoties, Adolph Gobel Products, Fairy Soap, Gold Dust, Silver Dust, Hecker's Flour; Heinz Products, Sani-Flush; India Tea, International Salt; Kemp's Tomato Juice; Lipton Teas, LaChoy Chinese Food Products; Lurient Liquid Coffee; Sapolio; Mueller's Macaroni; Maggi Seasoning, Bee Brand and Banquet Brand products; Jack Frost Sugar, Sheffield Farms; J-O Insecticides; 20-Mule Team Borax; Pastene Olive Oil; Roylace Paper Doilies and Shelving; Snider Food Products; White House Rice; Thomas' Bread and Muffins; Wilbert Cleanser.

373 E. 148th St. New York City THE HOME NEWS

Bronx and Manhattan

cess of

arts out ers' pros a halfvery uncanning the cons all the acts that ured by ther ob-

ment is have to canned tends to orm, besets will her enevolved. nphasize familiar o this is an ade-

desired, bel sysmpts to extent to used by products on from e labels unsupce that

o a full in this se: for cultural n active n of its larizing to indicasting mers to if can,000,000 re their

graded a. But ertising at public expense very few canners were induced to adopt the A B C grades, and the efforts of the Bureau had to be turned toward other possible ways of getting its system adopted by or forced upon the industry.

Unsatisfactory, Yet Recommended

'The Board's report then devotes considerable attention to the Canadian grading system. It admits that Canadian packers themselves 'comment that the specifications upon which the grades are based do not meet proper requirements.' Further they say, 'On this point the Consumers' Board is not prepared to pass judgment.' But this does not deter them from commending to the United States industry consideration of a system which Canadian canners do not feel is meeting the proper requirements, but which the Consumers' Board implies has merited 'consumer confidence' and has rewarded the canners with increased sales and a larger proportion of high quality sales.' These claims for the Canadian system are weakened, if not discredited, by the next statement of the Board, which refers to 'these experiences, if true.' Obviously if the Board were sure of the facts there would be no need of the 'if true' qualification.

"Still further confession of the weakness of the Board's argument for adoption of the Canadian system is given in the Board's next statement that it 'has evidence of a very recent date that at least some Canadian canners are wholly in favor of the grading act.' Having in mind that 'at least some' United States canners favor the A B C grades it is not surprising that 'at least some' of the Canadian canners would favor their compulsory system.

"The essence of the problem is reached in the paragraph of the Board's report in which it states: 'Our intent in urging the adoption of grade standards is to give the consumer protection and enable her to purchase canned foods judiciously by supplying her with some index whereby she can determine

why she should pay a greater price for one can than another due to the fact that she is receiving a higher quality. The only inference that can be drawn from this is that she should pay identical prices for products bearing the same grade label regardless of the brand name or of statements, other than the grade designation, appearing on the label.

"The Labeling Committee contends that were grades carried on the label price competition would compel canners to 'grade down' their products to the minimum of the respective grades, which is done in the grain trade, where low quality wheat is mixed with higher quality wheat to the greatest possible amount permitted by the grade specifications. Perhaps the public does not understand that grade definitions must always be on the basis of the lowest permitted quality for the given grade.

"In contrast with these proposals for grade labeling like the A B C system, descriptive labeling is a definite, practical, and enforcible plan for putting on the label the information that consumers want and need to guide their buying. It would place on the label terms for characteristics of the product that are susceptible of physical or other objective test. This term would be one familiar to or used by the consumer. It would be so defined to the canner that he can use it properly, and likewise so defined that food authorities can enforce its proper use and penalize the canner for its misuse.

Puts Responsibility Where It Belongs

"It is a plan that can be further developed and refined as scientific research makes possible new or more accurate tests. It hides no deficiencies under a vague symbol of designation that may have as many interpretations as there are consumers to interpret it. It places on the canner responsibility for proper labeling and makes unnecessary the addition of more Government agents to an already vastly expanded and increasing Government service."

a higher ence that that she ices for ne grade and name than the ng on the

ttee conarried on would be down' imum of h is done ow qualhigher test posby the haps the and that ways be

le. proposals ABC ng is a nforcible label the ers want lying. It erms for luct that or other would be the conefined to it propned that

orce its

e canner

e further scientific new or hides no e symbol have as here are It places lity for unneces-Govern-y vastly Govern-y vastly

THE STARCH

Advertisement Rating Service

has been extended to include

TIME

thereby increasing the number of magazines on which the Service is available, to 14, as follows:

AMERICAN · COLLIER'S · COSMOPOLITAN

DELINEATOR · GOOD HOUSEKEEPING

LADIES' HOME JOURNAL · LIBERTY

LITERARY DIGEST · McCALL'S · PICTORIAL REVIEW

SATURDAY EVENING POST · TIME · TRUE STORY

WOMAN'S HOME COMPANION

Present and new subscribers will receive the Advertisement Rating Service on each issue of all 14 magazines for the price formerly charged for 13—or on their choice of 7 for the price previously charged for 6.

The field program on which the Starch Advertisement Rating Service is based was inaugurated in February, 1932, and has been carried on uninterruptedly. Men and women readers are interviewed from coast to coast. The primary purpose of this study is to determine the extent to which the advertisements each magazine carries have been seen, associated with product or advertiser, and read.

Full information regarding the Starch Advertisement Rating Service, or other reports based on the same continuous field survey, is available upon request.

DANIEL STARCH

CONSULTANT IN COMMERCIAL RESEARCH

Headquarters

420 LEXINGTON AVE.

NEW YORK CITY

Open Labor Policy

(Continued from page 10)

strikers could expect. He said we proposed not to open our plants, that we would not grant the check-off, or a universal wage rate at all plants, or the closed shop, or the demand for no discharge for incompetency after thirty days' employment. And it was exactly on this basis that the strike was finally settled."

"Didn't the workers get anything out of the strike?" I asked.

"Yes, indeed," replied Mr. Hunt.
"They got a new plan of collective
bargaining which gives every employee of our company a method
whereby he may carry any grievance directly to the top."

He handed me a copy of the agreement. It is too long to quote here. I am told, however, that it establishes a new principle, which was acceptable to the Aluminum Workers' Council. It provides that, although labor organizations are recognized as the chosen representatives of some of the employees, any agreement made by the company must include all of its employees, whether they belong to a union or not; but that no agreement with any group of employees shall supersede this one.

No Other Group Can Be Favored More

By this method the members of the union are assured that while they can expect no better deal than anyone else, they are at least certain that no other group of employees will be favored more than they. Doubtless the fact that the Aluminum Company of America has numerous fabricating plants, which are not organized, and which continued to operate throughout the strike, was a factor in bringing about this form of agreement. Certainly it seems fair to the workers.

Another interesting feature of the settlement is the fact that it is not a contract signed by both parties, as is usual; it is signed by the company only, but it states specifically that the company conmade, following a series of conferences in Pittsburgh and Washington, at which both sides had the benefit of the services of an experienced mediator, Fred Keightly, the Federal Commissioner of Conciliation, all of the formal documents involved, from the original demands to the final agreement, were gathered in a pamphlet, introduced by a letter from Mr. Hunt addressed to every employee of the company. This pamphlet was sent to everyone on the company's pay-

siders itself legally bound by it.

After the settlement was finally

as another "advertisement of intentions." This was another new departure in employer-employee relations. Printer's ink used intelligently as a sort of social cement! As I was about to leave Mr. Hunt's office, with the literature he had given me, he said earnestly, "I want to reiterate, it wasn't any one-sided operation, this peaceful strike settlement. During the long-

roll, and it might be characterized

drawn-out discussions it was clear that the good temper and realistic attitude of the negotiators on both sides were responsible for the final

"The wrong kind of spokesman for either group would have tied the whole thing up in a wrangle. I think it should go into the record that the representatives of labor while zealous in urging the demands of the workers, and mighty stubborn fighters, also lived up to the best tradition of American labor throughout the long, tedious sessions. Also, their counsel of order and discipline was heeded by the strikers. That is why no windows were broken and no violence was done."

"Do you think this agreement irons out all the wrinkles in your relations with your workers?" I asked.

"That's the wrong way to put it," replied Mr. Hunt. "I should say that it represents a method by which any future wrinkles may be strike act un presse worke fairly

Oct. 2

Per sion the 1 formi alread to ea had b

We

unfort been and to fecting called for ne that t plant ployee thems stance manne and th the st violene quentl other It

herewifeel siships lits em outline and ot when duce men a plants. I en ments

In the taken prevent might workin ber of worker We has the but which that the taken were seen to be the but which that the taken were seen to be the but which that the taken were seen to be the but which that the taken were seen to be taken were seen to be the taken were seen to be the taken were seen to be taken were seen to be taken were seen to be the taken were seen to be taken were se

the co

in the

are en

by it.

finally confer-

ashing-

nad the

n expe-

of Con-

original

eement.

, intro-

. Hunt

as sent

of in-

er new

yee re-

intelli-

ement!

ve Mr.

rnestly.

n't any eaceful

e long-

s clear

ealistic

n both

ne final

spokes-

d have

go into

tatives

urging

rs, and o lived

Ameri-

ng, te-

heeded

hy no

10 vio-

eement

to put

should

hod by

nay be

ironed out without resorting to strikes or violence, if both sides act under it in good faith. It expresses our intentions toward our workers as simply and clearly and fairly as we can state them."

Perhaps the most fitting conclusion to this interview is to quote the letter written by Mr. Hunt, forming a part of the pamphlet already referred to, which was sent to each employee after the strike had been settled. The text follows:

TO ALL EMPLOYEES OF ALUMINUM COMPANY OF AMERICA:

We have just emerged from an unfortunate experience which has been costly both to our employees and to the Company. A strike affecting four of our plants was called on August 10 and continued for nearly a month. I am gratified that throughout that time our own plant executives and all other employees affected thereby conducted themselves, under the circumstances, in a dignified and orderly manner. During all the discussions and the events in connection with the strike, there was no spirit of violence which has been so frequently the case in disturbances in other industries.

I take pleasure in presenting herewith, an agreement which I feel sure will clarify the relationships between the Company and all its employees. The agreement also outlines rules governing seniority and other factors which shall apply when it becomes necessary to reduce the working force or when men are re-employed in any of our plants.

I enclose also copies of all documents which had in any way a part in the controversy. I feel that you are entitled to the full record.

In this agreement, I feel we have taken a distinct step forward in preventing misunderstandings which might arise as to wages, hours, and working conditions. A large number of you are friends and fellow-workers of many years standing. We have labored side by side in the building of the industry with which we are all identified. I trust that the friendly relationships and the co-operative spirit which have

GOOD

can reflect the capacity of a wise business leader who profits by the past without vain regret and who looks ahead with courage.

HAWLEY ADVERTISING COMPANY INC.

95 Madison Ave. New York City manifested themselves in the past, and without which we could not have builded as firmly as we have, may continue.

Sincerely, ROY A. HUNT, President.

This, again, is an "advertisement of intention"—the intention on the company's part to keep collective bargaining truly collective.

Here is the text of the agreement referred to by Mr. Hunt:

THIS ACREEMENT made this 6th day of September, 1934, by and between Aluminum Company of America, including its subsidiaries, hereinafter referred to as the COMPANY, and all of its employees, WITNESSETH that:

WHEREAS, the Company is desirous of improving and clarifying its relationship with its employees,

Now, THEREFORE, the Company hereby covenants with its employees, with the intention of being legally bound hereby, as follows:

I. The Company recognizes and accepts the principles of collective bargaining as provided for in Section 7(a) of the National Industrial Recovery Act, and is at all times willing to meet any of its employees or representatives of any of its employees for the purpose of discussing wages, hours and working conditions, with the object of reaching a satisfactory understanding.

satisfactory understanding.

II. The Closed-Shop is not involved in this Agreement. No contract, or agreement, shall be entered into between the Company and any employee or group of employees or their representative or representatives that will, in any way, conflict with, or supersede, this understand-

III. Wage Schedules being paid as of August 9, 1934, will not be affected by the minimum wage provisions of any codes applicable to the Company's operations. No reduction in such wage schedules is contemplated.

IV. When it is necessary to reduce the working force, consideration shall be given to the following factors: Seniority—i.e., the length of

employee's continuous service with the Company; Family Status—i.e., whether married or single, number of dependents, etc.; Ability—i.e., individual employee's skill and efficient service; Residence—i.e., whether or not employee lives in the community in which the plant is located. When the factors—Ability, Family Status, and Residence—have equal weight in the above consideration, Seniority shall govern.

Employees who are essential to the efficient operation of the plant, because of special training or ability, may be retained or rehired, regardless of the other factors involved. The above rules shall apply by departments in any given plant, but the Company may give consideration to these rules in other departments of the same or other plants. Any employee or his representative or representatives shall, upon request, be advised of the reason or reasons why he has been dismissed or laid off.

V. Whenever a reduction of force or a reduction in hours is necessary, the Company will give four days' notice of such reduction unless cancellation of orders, breakdown, accidents, or other emergencies make such notice impossible.

VI. When an employee is transferred to a lower rated job, he will receive the rate for the job to which he is assigned.

VII. When an employee is transferred to a higher rated job and qualifies therefore, he will receive the rate for the job to which he is assigned.

VIII. In the restoration of force, the same consideration mentioned in paragraph IV shall govern and if practicable, the employee shall be returned to his former position. Notice of a restoration of force shall be given by the Company as long in advance of such restoration as conditions will permit. If an employee is not available within fortyeight (48) hours after notice of such restoration of force is given, he shall forfeit his place in that particular restoration of force, but, if within a period of ten (10) days he so requests it, he shall be given the same consideration at the time of any such subsequent restoration An employee shall not of force.

lose his a lay-off record s ing the lay-off to his force watative or request, reasons IX. W

Oct. 25.

a vacano first be in the p be given of the m ability vacancy. isfactoril vacancy any loss ployee represent be advis why he new job X. Wh

plant wil

ecl ne Lo

nii SU au jue the ma ine , 1934

with

-i.e..

umber

-i.e..

-i.e.,

in the

is lo-

bility,

-have

sidera-

ial to

plant,

bility.

egard-

olved.

by de-

ut the

ion to

nts of

y em-

r rep-

st, be

s why

force

essary,

days' s cann, acmake

transe will which

transb and eceive

he is

force. ned in

and if

all be

sition.

e shall long

on as

n em-

forty-

ice of

given, n that e, but,

given e time

oration

ill not

off.

and

lose his seniority status because of a lay-off, but his continuous service record shall not be lengthened during the lay-off period. An employee previously laid off due to a reduction of force who was not restored to his former position when the force was restored, or his representative or representatives shall, upon request, be advised of the reason or reasons therefor.

IX. When a new job is created or a vacancy occurs, consideration shall first be given to the oldest employee in the point of service, and he shall be given a trial if in the opinion of the management he has sufficient ability to fill such new job or vacancy. The employee's failure satisfactorily to fill the new job or vacancy shall not penalize him with any loss of seniority. Any such employee or his representative or representatives shall, upon request, be advised of the reason or reasons why he was not chosen to fill the new job or vacancy.

X. When the requirements of the plant will permit, an employee shall, on his request and for reasonable cause, be granted leave of absence without pay for a limited time with the privilege of renewal. An employee absent on leave who, without the consent of the Company, engages in other employment or who fails to report to work on or before the expiration of his leave, will be considered as having quit without notice; if and when such an employee is rehired by the Company, he will have lost seniority rights acquired through previous employment.

XI. There shall be no discrimination by foremen, superintendents, or any other person in the employ of the Company against any employee because of membership or nonmembership in a labor organization or any other organization.

XII. The Company has the right to discharge or lay-off any employee for cause, but the employee or his representative or representatives shall, upon request, be advised of the reason or reasons for such discharge or lay-off.

XIII. Should an employee feel

The Automotive Industry Says-NEWARK NEWS FIRST

THE voice of America's automotive industry echoes thru Media Records' report establishing the leading fifty newspapers for nine months of 1934. If you haven't seen it, get it at once. Look at those figures. Look at them hard. 833,666 lines! More automotive display advertising in the NEWARK EVENING NEWS than in any other evening newspaper in America . . . or any morning paper . . . OR ANY SUNDAY PAPER! First choice of America's automotive industry; the automobile, tire, gasoline, oil and accessory manufacturers! ¶ Can the judgment of such large space buyers be questioned? Experience has given them intelligent advertising marketing sense. Why don't you put this newspaper to work for you? The same force, the same influence that makes The NEWARK EVENING NEWS first choice of America's automotive industry can be harnessed to your product, your business, your store, regardless of what you have to sell.

Newark Evening News . . . America's

Leading Week-day Newspaper . Newark, New Jersey. O'MARA & ORMSBEE, INC., General Representatives.

New York, Chicago, Detroit, San Francisco, Los Angeles.

that he has been treated unjustly, he or his representative or representatives may present his grievance to the proper representative of the Company, who will give it prompt and thorough consideration. He or they shall first take the matter up with his immediate superior. Failing satisfactory explanation or settlement, he or they may appeal in turn to the general foreman, department head, plant superintendent, and highest ranking local representative of the Company. All requests for hearings with such local representatives of the Company shall be granted within ten (10) days after the application therefor, such applications to be preferably in writing. All local plant conferences between an individual employee or his chosen representative or representatives and the local plant management, which must be held at the local plant during his or their regular working hours, shall be without loss of time to any such employees. Should the highest ranking local representative of the Company and the individual employee or his representative or representatives

fail to agree, the matter may be submitted in writing to the President of the Company for his disposition after full consideration and such hearings, if any, as he may deem necessary or desirable. In the event that the employee or his representative or representatives are dissatisfied with the explanation or disposition of the matter made by the President of the Company the matter shall, if agreed upon by both parties, be submitted to arbitration. In any event, any employee or his representative or representatives has the right, to the exten provided by law, to carry such matter to the National Labor Relations Board for its disposition; and nothing in this agreement shall be interpreted to detract from or add to such right of any employee or his representative or representatives.

XIV. This Agreement shall be in effect for a period of six months and, thereafter, until modified, after at least fifteen (15) days' notice.

ALUMINUM COMPANY OF AMERICA,

By ROY A. HUNT (SIGNED) President. (SEAL)

A. B. A. Offers Advertising Service

A. B. A. Offers Advertising Service
What may be the beginning of a
public education campaign by a major
banking association for which there were
many demands at the Buffalo convention
of the Financial Advertisers Association
last month, is seen in a letter mailed
recently to clearing-bouse association
secretaries by F. M. Law, president of
the American Bankers Association.
With his letter, Mr. Law enclosed
some suggested advertisements to be used
by clearing-house associations jointly on
the subject of "Money to Loan." The
letter offered to furnish such material
in mat form without charge.
Mr. Law also states that "the advertising department of the American Bank-

tising department of the American Bankers Association is preparing a general advertising service to be announced at an early date aimed to bring about better public relations for banks." public relations for banks.

Affiliation Picks Pittsburgh

The annual meeting of The Advertis-The annual meeting of The Advertising Affiliation, composed of clubs around the Great Lakes area, will be held at the William Penn Hotel, Pittsburgh, in May, 1935, it was decided at a meeting attended by twenty-one officers and directors at Cambridge Springs, Pa., last week. The next meeting of officers and directors of the Affiliation will be held at Buffalo, N. Y., on January 5. Agency Wins Suit

In a recent decision in the Brooklyn Central Jury Court, Judge Nathan Central Jury Court, Judge Nathan Sweedler, awarded the Loewy Advertis-ing Agency, New York, a claim for unpaid advertising.

The defendant, the Fleischmanns
N. Y. Chamber of Commerce, a summe the Fleischmanns, resort of fifty members, had refused payment on the ground that individual members of its unincorporated associa-tion were not liable for advertising debts incurred by the directors, and that the advertising agent was to look for pay-ment only to the funds of the Chamber of Commerce.
The agency maintained otherwise. The

jury held that individual members were personally liable to the agency. Judgment for \$662 was rendered.

With Syracuse Agency

Randall Warne has joined the creative staff of the John B. Flack Advertising Agency, Syracuse, N. Y. He was formerly art director of the Liberty Greeting Card Company, Canton, Pa., and, more recently, manager of the Parazin Printing Plate Service, Syra-

The Flack agency has been appointed to direct the advertising account of the Kanfoush Laboratories, Syracuse, insecticides.

Vick' MAG tw tins, ca run in t -this is paign v Compar catch th expendi template distribu package

which ' kits ho Special . have be Canada, Belgiun the rou motion sixty-ei are solo New A

The A tive head which al be direct Greve Paul, Building, Gottscl has move city. Contin noved it Muskego

The I

Twelfth Change Stever vertising R. O. S dent and Frank E is succe

Joins " Fred 1 Lawton, sales sta New You with Co

surer by secretary

Hilton Peter

the New York, as may be

he Presihis dis

ation and

he may

e. In the

or his

atives are

planation

ter made Company, upon by

o arbitra-

employee

presenta-

e extent

uch mat-

Relation

and noth

be inter-

add to

e or his tives.

all be in

months

ed, after

notice.

ERICA.

lent.

SIGNED)

Brooklyn

Nathan Advertis-laim for

chmanns. summer refused ndividual

associaing debts

for pay-

vise. The ers were

he crea-Adver-He was

Liberty on, Pa., of the e, Syra-

ppointed t of the

e, insec-

Vick's New Campaign

MAGAZINES, programs two networks, outdoor bulle-tins, car cards and a schedule to run in more than 2,000 newspapers this in part constitutes the campaign which the Vick Chemical Company is starting in time to catch the approach of winter. An expenditure of \$2,500,000 is contemplated. Sampling plans call for distribution of 25,000,000 trial packages of Vick products, some of which will be packed in de luxe kits holding combination samples. Special advertising expenditures have been made for campaigns in Canada, Great Britain, Holland, Belgium and Spain, in addition to the routine efforts put behind pro-motion of Vicks products in the sixty-eight countries in which they are sold.

New Addresses

The American Institute of Graphic Arts has established new offices in the Grand Central Palace Building, New York. These offices will be the executive headquarters of the Institute from which all activities in the future will be directed.

Greve Advertising Agency, Inc., St. Paul, now located at 832 Minnesota Building, that city. Gottschaldt-Humphrey, Inc., Atlanta, has moved to the Norris Building, that

Continental Motors Corporation has moved its general offices from Detroit to Muskegon.

The Lawrence Bureau, Philadelphia,

The Lavenson Bureau, Philadelphia, advertising, is now located at 12 South Twelfth Street, that city.

Change in Montreal Agency

Stevenson & Scott, Ltd., Montreal advertising agency, has been reorganized.
R. O. Stevenson has resigned as president and sold his interest to his partners.
Frank E. Scott becomes president and treasurer by H. E. Smith. M. T. Young is secretary.

Joins "American Druggist"

Fred D. Day, formerly with Clifford & Lawton, Inc., has joined the advertising sales staff of the American Druggist, New York. He previously had been with Cosmopolitan.

Hilton with Hotel New Yorker

Peter Hilton, for several years with the New York staff of Lord & Thomas, has joined the Hotel New Yorker, New York, as publicity director.

While we have not had so many clients during this critical year 1934 as in some former years, they have been the most appreciative.

Partly, we think, because we have been doing a more penetrating job; partly because the market research opportunities and requirements have been so much greater.

Initial consultation without charge or obligation.

R, O, Eastman & Co.

Market Research and Counsel 420 Madison Avenue, NEW YORK BOSTON CHICAGO

\$12,000 SALES MANAGER AT YOUR PRICE!

A modern executive, now similarly employed in New York City. Known and acquainted Coast - to - Coast. Sales, Advertising, Sales Promotion field work and headquarters duty for over 15 years with some of America's largest corporations.

Intriguing personality, trained organizer, excellent platform speaker, fine personal salesman. Knows all types of business. College man-39-widely traveled. Complete details in confidence. "O," Box 275, Printers' Ink.

Inland Charts Action on Local Rate Dilemma

PERENNIAL object of mighty indignation and wrathy resolving of newspaper publishers in convention assembled, the problem of national copy getting by at local rates was exhumed once more at the meeting of the Inland Daily Press Association at Chicago last

The publishers were confronted with these two present-day aspects of the serious lengths to which, according to discussion leaders, the rate differential problem has pro-

1. As conditions are now, it is wholly probable that it will not be long before newspapers receive little more than automobile, tobacco and oil copy through established national advertising channels. And there is present evidence that the oil companies may not even be counted in this group.

2. Local rate concessions secured by national advertisers make it more difficult for advertising agencies to recommend newspaper advertising to their clients, since the placing of copy through local dealers means a lessened or completely eliminated commission for

Moreover, as presented last week, there is a new villain in the piece. Previously, it has been the custom at newspaper discussions to lay the blame for the growing tendency of local placement at the door of advertisers who ruthlessly sought special advantages for themselves. And, at other times, the agent has been pointed out as the major culprit. But now, according to assertions at the Inland meeting which went virtually unchallenged, the real sinner is unmasked as none other than-the newspaper.

"Practically every evil responsible for present conditions was created and fostered in the local advertising departments of the newspapers," stated R. D. Sanche, of the Wausau, Wis., RecordHerald, whose address opened the discussion. "And the one big reason was that publishers made the mistake of measuring the ability of the advertising manager on the linage basis, instead of on the earned rate. Naturally the advertis ness, p ing manager, quick to sense the manner basis of his employment, seize those cu every opportunity to increase local long to linage by allowing a general adworld world wertiser to use local advertising "Som contracts.

"Something must be done about believe, the situation as it now exists, or we may in time find ourselves with-out any general advertising. The it will be necessary to raise retail rates to absorb the loss and reconstruct our long-standing rate theories and establish a one-card rate system."

A. L. Miller, publisher of the of that of Battle Creek, Mich., Enquirer be used News, pointed out that the attitude of newspapers in granting local rates will, if continued, break down the whole structure of national ad vertising. The practice is also discouraging advertising agents from recommending the use of newspaper advertising, he added, a view is which W. A. Thomson, manager of the Bureau of Advertising of the American Newspaper Publisher Association, concurred. C. A French, publisher of the Holland Mich., Sentinel, related that one advertising agent had told him that newspapers were being quietly crossed off the list of preferential treatment because of this condition

The upshot of the discussions was that President Verne E. Joy, de-claring, "it is time we really did something about this menace,' nounced the establishment of committee, membership to be announced later, to make a careful study of the problem and work out a practical approach to its solution He promised that a program of definite action will be ready for consideration at the association's next meeting in February.

eligible sored by Osb award a "By Durstin cerity,

techniqu lic, ann

New A The P Laborato N. Y., h counts w

For Radio Announcers

A NOTHER radio contest is on. This time only announcers are eligible to participate. It is sponsored by Batten, Barton, Durstine Osborn, which will annually award a cup for good announcing. By good announcing," Roy S. Durstine explains, "we mean sin-

cerity, accurate diction, naturalness, persuasiveness, a lack of mannerisms and an absence of those curious inflections which belong to an unknown language in a world which doesn't exist.

"Somehow there has grown up a technique in announcing which, we believe, is exasperating to the public, annoying to the sponsors of

broadcasting programs and detrimental to the future of radio. Many announcers have refused to let themselves be drawn into this style of announcing and it is to encourage them and to beguile others away from the stilted, hotpotato school of broadcasting that we are offering this cup as a modest protest."

The first award will be made shortly after January 1. The winner will be selected from among those announcers whose voices are heard on network programs that are audible in New York. B.B.D.O. executives will make the decision.

New Accounts to Vars

The Plews Puffed Products Corpora-tion, maker of Oat Puffs, and the Othine Laboratories, cosmetics, both of Buffalo, N. Y., have placed their advertising ac-counts with Addison Vars, Inc., agency of that city. Radio and newspapers will of that city. Radio and news

From Lowell Thomas

Chalmers L. Pancoast has been appointed advertising director of Saga, The Adventurers' Magazine, according to an announcement received from Lowell Thomas. This is a new magazine sponsored by The Adventure Society, 240 Madison Avenue, New York.

COPY CONTACT EXECUTIVE WANTED

Permanent position with exceptional opportunities for writer of proven ability with A.A.A. western agency. Finished writer who can produce original spontaneous, strong, logical copy without the use of superlatives.

Must be creative, accustomed to executive responsibility, able to maintain constructive client contacts, and like hard work. Salesmanship qualities not required.

Detail in full your experience, references, minimum beginning salary, and age. Samples and photo required. Correspondence confidential. Appointments will be arranged in New York approximately November 5.

Address: "M," Box 273, Printers' Ink.

113

n

pened the big reason the misability o r on the on the advertis sense the nt, seize ease local neral ad-

one about exists, or ves with ng. The ise retail and reling rate one-card

dvertising

r of the Enquirer e attitude ing local eak down ional ad also disnts from ewspape view in manage tising of ublisher

C. A Holland that on him that quietly ferential ondition ions was Joy, deally did anice,

nt of be ancareful vork out solution. gram of ady for

ciation's

PRINTERS' INK

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell John Irving Romer, Editor and President 1908 – 1933

PRINTERS' INK PUBLISHING Co., INC. 185 Madison Avenue, New York

ROY DICKINSON, President DOUGLAS TAYLOR, Vice - President R. W. LAWRENCE, Secretary DAVID MARCUS, Treasurer

G. A. NICHOLS, Editor C. B. LARRABEE, Managing Editor R. W. PALMEE, Associate Editor ARTHUR H. LITTLE, ASSOCIATE Editor BERNARD A. GRIMES, News Editor H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES
Chicago, 6 North Michigan Avenue: Andrew
M. Howe, Associate Editor; P. H. Erbes, Jr.
Washington, 1208 Carpenters' Building:
Chester M. Wright.
London, 110 St. Martin's Lane, W. C. 2:
McDonough Russell.

ADVERTISING OFFICES
Chicago, 6 North Michigan Avenue: Gove
Compton, Manager.
St. Louis, 915 Olive Street: A. D. McKinney, Manager.
Pacific Coast: M. C. Mogensen, Manager,
San Francisco, Los Angeles, Seattle, Portland,

NEW YORK, OCTOBER 25, 1934

Among the many **Business Can** changes which Co-operate will take place in Washington during the next few months will probably be strengthening of the personnel and powers of the Federal Trade Commission. Business men who have studied the history of the Commission are looking forward with some trepidation to the possible results of this development.

In his book, "Unfair Trade Practices," Lincoln Filene has this significant paragraph:

"To some extent it is possible for business men to help create the type of new Federal Trade Commission which will serve their needs and those of the community. But—if I may deliver a warning—business men must show by their acts that they are taking a constructive, not a destructive or a hold-back, attitude toward the kind of house-cleaning in business

which an ideal Federal Trade

Commission tied in with the Code Authorities is likely to give."

He could have gone still further and emphasized the importance to business of making a strong plea with the Administration for the kind of a Federal Trade Commission that will clean up business abuses quickly and efficiently without becoming a millstone around the necks of legitimate business men.

It is more than a business duty, it is a patriotic duty, for industrialists to forget, so far as is humanly possible, political prejudice in dealing with the Administration these days. If business sits on the side lines and follows a policy of non-co-operation, it will get from Washington decisions and policies which are likely to be far more stringent than are needed or that would be promulgated if business approaches the situation in a co-operative spirit.

If the Administration refuses this co-operation then business will have just cause for complaint. It will not have cause, however, if it does not realize that one of its important duties to itself and to the public at large is to help in every way to create an atmosphere in Washington which will not be antagonistic to prosperity.

Chains and Housing Act
Housing Act
Baking Company, went to Washington recently. When he got back home he announced the launching of a drive to assist home owners to take advantage of the Federal Housing Act.

In this drive Kroger will contact some 1,200 banks with which it does business, urging them to make loans; will publish in all of its newspaper advertisements information for home owners; for one week will put special folders in packages sold in Kroger stores;

will exp to the c will cin holders, promine stores; other is same ac Almo

work
Housing
been en
Act wil
benefit
tives o
building
this po
thought
that is
section
therefo
any pai
Bold

examplemen.
may fajectives the Awide a will be conditionally and a second the second to the second the second to t

concep respon post of trayed cap an

Dip

Rection we tion of broade station that we but see tance,

But of bro is edu Thi business

ness duty,

or indus-

as is hu-

prejudice

nistration

ts on the

policy of

get from

d policies

far more

or than

busines

in a co-

refuse

ness will

laint. It

ver, if it

f its im-

d to the

in every

phere in

not be

I. Mor-

ident of

er Gro-

went to

hen he

ced the

st home

of the

contact

hich it

to make

of its

forma-

or one

ders in

stores;

the Code will explain the details of the plan rive." to the company's 22,000 employees; ill further will circularize its 20,000 shareortance to holders, will give FHA posters trong pla prominent display in nearly 5,000 for the stores; and finally, will contact Commisother grocery stores urging the business same activity. ntly with

Almost from the day he went to ne around work in Washington, Federal Housing Administrator Moffett has been emphasizing that the Housing Act will benefit all businesses if it benefit any business. Many executives of companies outside the building industry have failed to get this point of view. They have thought of the Act as something that is going to benefit only one section of American industry and therefore have refused to display any particular interest in what the FHA is doing.

> Bold action such as that being taken by Kroger offers a healthy example to these myopic business Although the Government may fail to reach some of the objectives it has set for itself under the Act, there is no doubt that wide activity in the building trades will be reflected in better sales conditions all along the line.

> For years the Diplomas, jokesmiths have Via Ether toyed with the concept that the campus of a correspondence-school student is the post office; and they have portrayed the postman, decked out in cap and gown, delivering diplomas.

> Recently there has arisen agitation whose objective is the confiscation of some 25 per cent of the broadcasting time of broadcasting stations to disseminate something that would be called educationbut something that, from this distance, looks like propaganda.

> But now comes a demonstration of broad-scale education; and this is education strictly pure.

This year's commencement ex-

ercises of the American Institute of Banking, which is a correspondence school operated by the American Bankers Association to train future executives, were conducted -as were last year's-over the air.

From Washington, institute graduates and undergraduates from coast to coast were addressed by the commencement orator, Hon. J. F. T. O'Connor, Comptroller of the Currency.

By such facilities as the radio we are enabled, not merely to enjoy entertainment, but also to link ourselves more closely in a fellowship of personal betterment and common progress. And by lending itself to such undertakings as this, radio identifies itself more and more clearly as an essential instrument of civilization.

Although the Beware the Chemical Divi-Powder Train! sion of the Department of Commerce-headed, incidentally, by C. C. Concannon, who scarcely can escape being alphabetized into CCC of the CD of the DC-issues monthly bulletins on the matter, it does not appear that the match situation is solidly and safely in hand.

Let's look at the record. 1933, upon the word of Mr. Concannon's compilers, American production of all kinds of matches, including those left in other suits, those broken up for toothpicks, and those whose hissing, decapitated heads have burned themselves out under consumers' thumb nails, reached a value of \$22,669,000..

Since 1929, domestic production and imports both have been rising. Thanks, no doubt, to aggressive advertising campaigns for cigars, cigarettes, and oil burners that light automatically and thanks, too, to Repeal, which has re-introduced the peripatetic keyhole, the American consumption of matches has increased, steadily.

But our exports! In 1933, they

had dropped to the flash-in-the-pan level of \$25,000.

And why? Mr. Concannon's calculators vouchsafe no opinion. Upon this mystery, no word has come from the White House, nor the Army nor the Navy.

Is this a secret so sinister that its unveiling would set the world ablaze? Or has our Science, which has been doing so much for us Americans—including the writing of nearly all our advertising—at last fallen down; and have the nations of the world evolved a better match than ours—a woodier one than our wooden model, or a more limber match than our paper kind?

Let not our rulers hide the facts! We demand the truth; and if the truth be withheld, let our rulers remember that for lesser causes than this have we revolted.

Sing, Brothers, Sing!

Zine of the American Cable Company, Advertising Manager J. O. Lashar discloses a yearning to write a song.

Mr. Lashar has been inspired by a lyric in the Broadway show, "Life Begins at 8:40." The song is called, "You're a Builder-Upper." He says he'd like to translate it to fit the title, "I'm a Builder-Upper."

With one qualification, Mr. Lashar's proposal merits endorsement. The qualification is that if he goes ahead and writes his song, he will understand, clearly, that it is neither compulsory nor very often even advisable for a composer to introduce his work by singing it himself. Even a good song can stand only so much.

Mr. Lashar observes—and concedes that he's not the first observer to notice the phenomenon—that many business men "and some salesmen" are talking gloomily. With ears that seem not sharp enough to catch the rustlings of

new orders, they hear rumors. By way of the grape vine, which hums in the breeze as does an Aeolian harp, they hear moanings.

Yet their ears are deaf to facts. They hear not at all the news of better business in a dozen cities and a hundred towns.

Perhaps business would be better off if these men heard nothing except melodies that rose from their own yould cords.

We've never gone sled-length for music-in-business. We know almost nothing about musical theory, but we've long held the opinion that most of the songs that have been written for salesmen to sing were not quite as good as almost anything from Wagner, or Beethoven, or Bach.

But perhaps the current moment is the cue for a new commercial aria. If Mr. Lashar will write the words for "I'm a Builder-Upper," we'll print them. And we'll go further. We'll listen while—in private, of course—he sings them.

A Veteran Speaks To the A. B. C.'s t wentiethanniversary neeting in Chicago last week one

meeting in Chicago last week, one of the Bureau's founders—A. W. Erickson, now chairman of the board of McCann-Erickson, Inc.—wrote a letter.

For the attention of presentday agencies that eschew "this splendid business-building force and sometimes bootleg their circulation," he wrote: "Such a policy will not, cannot pay. It stamps such an agency as second rate."

And, by way of contrast: "In our shop, and, I think, in all the leading agencies, the first consideration (in studying a medium) is membership in the A. B. C.; and, invariably—no membership means no advertising."

Plain speech, this, from an observing veteran. Younger men, less scrupulous and less intelligent men, will do well to heed. mors. By hich hums n Aeolian

to facts, news of zen cities be better

thing ex-

ength for know alal theory, e opinion that have to sing as almost

or Bee-

moment mmercial write the -Upper," we'll go -in prithem,

B. C.'s
i e t h r s a r y
eek, one
A. W.
of the
h, Unc.—

resentw "this force or circular policy stamps rate."
at: "In all the onsiderum) is

men, intellied.

; and,

Newell-Emmett Company

Advertising Merchandising Counsel
40 EAST 34TH STREET
NEW YORK

Our policy-in 62 words

As each new account comes to us, a highly specialized service is built around it—tailor made.

We do not take on an additional client until we have established this thorough service behind the latest one.

We further restrict the growth of our clientele to the capacity of one or more of our principals to give continuous personal service to each client.

"NOT HOW MUCH, BUT HOW WELL"

of others

heir k and the see to it

Under re attr regularly

> "Bat L. A

with No

The a

assed a

bu

dr

tha

pr

He

he

in

me

in

The Little Schoolmaster's Classroom

EPARTMENT stores have often been chided rather vigorously by national advertisers because of their desire to feature their own brands. There are certain outstanding stores in the country that are noted for their desire to push their own merchandise and to elimSchoolmaster this block of cop lelp in does an excellent job of exposing and the the fallacy of the over-ardent pri ractical yate brand advocates:

Schoolm vate brand advocates:

"We've lived in Minneapolis Compan man and boy, for sixty-seven years Beltz o And during that time we've hob pany, L nobbed with the best. The best about th customers and the best manufac to intere turers, (We did sow a few wil oats when we were young squirts but our friends stood by us, an we reformed.) These firms whose names we list here would g through fire and water for us . . and we for them. If you knew nothing of Thomas' except tha after it these firms have chosen us as their Schooln representative and friend . . . you colloqui could tell unerringly that we are a little Fashion Store of the best, . . ."

The Schoolmaster recommend this as an excellent piece department-store copy.

So complete is the procedure laid down by the Industrial Marketer of Cleveland for their round-table meetings that the Schoolmaster believes a description may be valuable guide to other groups The season is divided into two seminars, each consisting of a for mal meeting to outline program work, five informal meetings, and third, a formal meeting summarizing the informal gatherings.

Every detail is outlined in bulletin, copies of which are furnished members so that there will be no deviation from the plan, Meeting chairmen select those member whom they can depend upon for aid in carrying through interchange of experience on the chosen topics This does not mean that speeche have to be prepared but it give time for some real thinking to be devoted to the subject.

It enables the chairman or hi aids to direct the course of the discussion. Someone always has to



inate advertised brands so far as

possible.

Therefore it is refreshing to see the John W. Thomas & Co. store of Minneapolis using a newspaper advertisement with the heading, "A Store Is Known by the Company It Keeps."

The copy continues with an excellent summary of why this store features advertised brands. To the ng squirts

by us, an

rms whos

would g

or us . .

you knew

t. . . . "

commend piece

edure laid Marketen ound-table

oolmaste nay be groups into two

of a for-

progran

ings, and

ummariz-

ned in

are fur-

ere will be

in, Meet-

member

upon for terchange

en topics

speeche it give ing to be

n or hi e of the ys has to

peak up to stimulate the thought of others to the point of expressing r's and the aids, posted on the subject, see to it that there is no drag.

Under this set-up, the meetings are attracting a large attendance regularly. Members are getting k of copplelp in their day-to-day problems of exposin and they leave each session with ardent pri practical, helpful ideas. The Schoolmaster believes that either Glenn H. Eddy, of the Ohio Brass finneapolis Company, Mansfield, Ohio, or J. L. even year Beltz of the Thew Shovel Comwe've hob jany, Lorain, would willingly tell The beshout the advantages of this plan manufactions and the second services of the Commonwer of the Commonw manufacto interested members of the Class. few wile

> "Barretts" at \$20,000 Mops L. A.; "Mrs. Wiggs" Nice with \$14,500, but "Du Barry" No B.O. Vamp in 2 Spots.

The above headline from Variety, cept that after it had been translated by the us as their Schoolmaster into somewhat less 1 . . . you colloquial language, seemed to have t we are a little advertising lesson which is passed along to the Class.

It so happens that "The Barretts of Wimpole Street" and "Mrs. Wiggs of the Cabbage Patch" are pictures which should please even the most fastidious moralists. The one spot in the play, "The Barretts of Wimpole Street," which verged on the Freudian, has been nicely glossed over in the movie version.

While the Schoolmaster has not seen "Du Barry," it is obvious that its producers expected its chief asset would be its sex appeal.

Whereas advertising has not followed the movies far down the gay path of eroticism, there has been a marked tendency in the last few years toward freer and looser art and copy techniques.

The Schoolmaster believes that

the success of such pictures as "Little Women" and other of the non-sex dramas should at least cause advertisers with sex leanings some pause.

Lest he be put down as a faultfinding Aunt Hettie, the School-master hastens to add that he would hate to see a return of the prudishness of fifteen or twenty

Drug Specialty Requiring Capital

A client of ours wishes to buy either a large or a small drug specialty. The point is that it will have to be a good product-provably good.

He will not be interested in hearing from anyone interested in selling either quackery or mediocrity. But if you wish to dispose of a company making a product of actual and unique service to the consumer -a drug or cosmetic specialty of distinction-he will be glad to trade time with you. Please re-read this paragraph.

In order to conserve your time and his, an interview will be arranged only after correspondence-after he has received from you an accurate description of the product.

Smith & Bowman, Attorneys, Chanin Building, N.Y.C.

Agency Production Manager Wanted By A. A. A. A. Western Agency

Unusual opportunity for seasoned man with proven, thorough knowledge of art, type, plates, printing. Must be energetic, possess executive ability to direct department with one assistant.

Detail your experience, references, minimum beginning salary and age. Send photo. Correspondence confidential.

Appointments will be arranged in New York approximately November 5. Address: "N," Box 274, Printers' Ink.

BANK COPY

N. Y. agency needs seasoned (but still original) writer of bank advertising for part or whole time work. Send samples -typewritten will do-as you wrote them. Give experience, salary wanted. Address "L," Box 272, care of Printers' Ink.

SALES EXECUTIVE AVAILABLE

Toilet goods, food products. Can build organization from ground up. if necessary. Wide successful experience. Alive to current conditions. Advertising and sales promotion experience, national or sectional. Large or small company. "R," Box 276, Printers' Ink.

years ago when many products that rightfully should have been advertised were not advertised because of a great fear of offending the susceptibilities of tender youth.

The Class has received the following letter from J. J. Staples minission advertising manager, New Zealam ganization Newspapers, Ltd., Christchurch inters' I New Zealand:

"Apropos the Hoffmann Sod desiman water label mentioned on August 2 bect of ad During the Great War I was sells ing litho printing in New Zealand are to a A prospect was enthusiastic coner concerning a suggested label giving a minters' I cerning a suggested label giving a new name to his real beer, and we discussed the order at the bar.

"'Did you ever notice,' I asked alesmenthe brewer, 'that the barmaid after thines to taking a glass of beer from the bottle, always puts it down so that ad count she is the only person who can see the label?

The idea soaked in.

"'Okay,' he answered, 'double that order. We'll label 'em back and front."

Getting people to buy is the purpose of most of the advertising of our large national manufacturers. Therefore it is of unusual interest when these advertisers use space to get people to sell.

The Schoolmaster is particularly interested in the unusual type of 1.50 hund argument used in the following e; taken from an Iowa newspaper:

"As soon as your chickens are ready for market . . .

"SELL THEM!

"Don't hold your poultry if it's art time

Products that can be used as LEADER, DOLLAR DAY or PREMIUM ITEMS find immediate sale among the 10,000 readers of

"PROMOTION MERCHANDISE"

Low Rates—Best Coverage Convincing Details on Request, 431 S. Dearborn St.

GIBBONS KNOWS CANADA

Chicago, Ill.

BUSI ublisher' hicago, l on circul

-indiv erease i rences g, Detro

> anted I tative vember erred. enograph EXAC print tures 1

> offse samp New P

RA riginal ew Hop RTIST-XPERI

UBLIC OX 307

SALES Agency terester adio S ith creat w empl

ering gre round. ur pro ed because

youth.

giving a

r, and we

facturers.

1 interest

ise space

rticularly type of following wspaper

e bar.

oducts the Classified Advertisements

BUSINESS OPPORTUNITIES

ending the ablianer's Representatives wanted, hicago, Detroit and California. New ational rotogravure publication, one mileo circulation in youth field. Straight smission and little promotion, but slendid opportunity for well connected ganizations. Confidential. Box 310, nuters' Ink. ablisher's Representatives wanted, d the fol-J. Staples w Zealand ristchurch

IN CHICAGO

ann Sod blication. Wide acquaintance and reAugust 2 bect of advertisers and agencies. Proven
was sellw Zealand
are to offer and reason for seeking a
astic congroup of the congroup of t

HELP WANTED

e bar.

'I asked desmen—Experienced selling graphic maid after it lines to manufacturers to handle side from the priced, lithographed mounted window on so that of counter displays. Latest process, to can see od commission. Exclusive territory, ales cooperation. Your opportunity to crease income. Give age, experience, ferences, Whipple & Black, Fox Build-'double g, Detroit.

MIRCELLANEOUS

Fanted Desk Room. Publisher's repres the pur-forember 1, Grand Central district pre-rtising of erred. Desk, filing cabinet, part-time facturers, enographic service. Give full details, ental and phone number. Box 311, P. I.

EXACT REPRODUCTIONS OF sy printed matter, even if containing letures and diagrams; new, improved boto-offset process; cuts unnecessary; .50 hundred copies, additional hundreds log; samples. Laurel Process, 480 Canal h., New York, WAlker 5-0530.

POSITIONS WANTED

kens are RADIO SCRIPT WRITER riginal dramas, continuity. Full, ry if it's art time. Assignments. H. Cochran, iew Hope, Pa.

ETIST-ART DIRECTOR — W I D E XPERIENCE—C O N N E C T I O N VITH NEW YORK AGENCY OR UBLICATION, PART TIME BASIS. OX 307, PRINTERS' INK.

★ COPY MAN ★ SALES PROMOTION • IDEAS
Agency • Publisher • Advertiser
nterested? Box 309, Printers' Ink.

adio Station Commercial Manager ith creative, writing, contacting ability— employed—wants similar position of-oring greater opportunities. 28, married, o children. Advertising agency back-round. Salary plus overwriting. State our proposition fully. Box 313, P. I.

ADVERTISING WRITER-With versa tile experience and thorough knowledge of merchandising and publicity, desires con-nection with progressive organization. Box 306, Printers' Ink.

Executive: Five years' experience Macy Advertising, Sales Promotion, Copp, Publicity Research Merchandising. Want connection Publication, Agency or Manufacturer. Location not important. Box 305, Printers' Ink.

Advortising "Yes" Man—6 years' experience saying "yes" and "swell" to stupid executives in the best agencies. Making change to increase salary. All inquiries confidential and guaranteed an interview. Box 312, Printers' Ink.

Young Man, 28, knows Radio, Assistant to Manager, Network Station Representative, qualifies him as spot expert. Has sold accounts direct. Knows copy, continuity, sales promotion. Willing to organize radio department. Box 302, P. I.

4-A Agency Copy Writer

wants new connection. 7 years same
4-A agency. 2 years ass't. ad mgr.
mfgr. Univ. grad. Age, 31. Box
308, Printers' Ink.

ARTIST-LETTERER

Grade A Lettering, Creative Ideas for Window Displays, Posters, Etc., seeks Free-Lance Work. Prompt service. Reasonable rates. Box 303, Printers' Ink.

Keen, Energetic, Young Man with thorough editorial and advertising experience with newspaper and large merchandise chain. Strong technical background inchain. Strong technical background in-cludes copy, production, direct mail, sales helps, budget control and correspon-dence. Knows reporting, interviewing, copy editing, makeup and publicity. Col-lege trained; editor, college magazine. Excellent detail man for busy advertising manager or house organ or trade paper executive. Box 304, P. I.

Do you need a

MANAGING EDITOR?

Young man, 32, with varied background of editorial, research, reportorial, promotion and executive experience, desires opportunity to build up a publication whose owner is interested in disseminating the real news of his field, with a minimum of ballyhoo and a maximum of facts. . . Understands every aspect of magazine and newspaper editing and production. . . . Knows news, where to get it and how to feature it.

Box 314, Printers' Ink.

sed as Y or

the DISE" re seat. ago, Ill.

EGINA ALGARY DHOHION PANCOUNER

Advertisers' Index

No responsibility is as-
Page
No responsibility is summed for any omission. American Home 87 American Legion Monthly 83 Ayer & Son, Inc., N. W. 81
Booth Newspapers
Chicago American 14-15 Chicago Daily News 21 Chicago Tribune 122 Child Life 66 Cincinnait Times-Star 73 Classified Advertisements 121 Crowell Publishing Co. 66
Des Moines Register and Tribune 2 Donnelley & Sons Co., R. R33 to 36
Eastman & Co., R. O
Farmer's Wife
Gibbons, Ltd., J. J120
Hawley Advertising Co., Inc. 107 Help Wanted "L." Box 272 . 120 Help Wanted "M," Box 273 . 113 Help Wanted "N," Box 274 . 120 Home News (Bronx & Manhattan) 103
Illustrated Newspapers, London, England
Lakeside Press
Macfadden Publications, Inc. 61 McCall's Magazine 42-43 Miami Herald 99 Milwaukee Journal 66 Muskegon Chronicle 51
Newark News 109 Newell-Emmett Co., Inc. 117 New York News 22-23 New York Sun 11
Philadelphia Public Ledger 49 Pittsburgh Press 64-65 Pittsburgh Sun-Telegraph 55 Portland, Oregon, Journal 56 Position Wanted "O," Box 275 111 Position Wanted "R," Box 276 120 Printers' Ink Publications 99-91 Progressive Farmer 52 Promotion Merchandise 120 Providence Journal & Bulletin 3
Starch, Daniel
This Week
Weekly Kansas City Star 41 Worcester Telegram-Gazette 24

Advertising rates: Page, \$135; half page, \$67.50 quarter page, \$33.75; one-inch minimum, \$10.50 Classified, 75 cents a line, minimum order \$3.75 ready for market, expecting to me greater returns. Growth after four pounds is slow—and the feed you will have invested will likely more than offset the difference in weight Waiting a few weeks this time of year may cost you money.

"Please understand: We are advising you to Sell, Yes! Bu ONLY THOSE CHICKENS THAT WEIGH FOUR POUNDS OR MORE!

"The others need to be Fed. I you already are feeding them properly and still they don't gain, probably they need to be WORMED "So—Don't Hold Your Pour.

"So—Don't Hold Your Pour TRY if it's ready for market. Bring it in—Now!

"SWIFT & COMPANY."

The Geo. Muse Clothing Company of Atlanta, Ga., is running an interesting series of newspaper advertisements with a historical theme.

One of the advertisements, for instance, is headed "In 1896 Muse's ran this ad in the Atlanta Constitution."

Beneath is a reproduction of tha advertisement of thirty-eight years ago and beside it modern copy which says, "The Muse ad shown here appeared September 20, 1896 For fifty-six years the smartly dressed people of Atlanta and the South have depended on this store for the authenticity of current fashions. Fall 1934 finds us again prepared to offer you apparel which is thoroughly distinctive."

Below the old advertisement is a line-cut showing a man in a modern coat and a paragraph headed "Advance Style Information" which brings the advertisement thoroughly up to date.

As more and more national advertisers show an antiquarian interest in their advertising of many years ago, the possibilities of the idea as developed by Muse are many.

A. J. Reiss Advanced

A. J. Reiss, former manager of sale development of the Acme White Lea and Color Works, Detroit, has been a pointed general manager of trade sale of that company.

elephone

ing to ne after fou feed you kely mon in weigh s time of 7. e are ades! Bu MORE! FED. nem prop ain, prob WORMED UR POUL et. Brin Y."

The pleased customer doesn't often gush about it Only rarely, for instance, do we receive an engrossed resolution of thanks very rarely But most of them stick along, year after year There must be a reason Maybe they like what we give them Maybe they find it pleasant to work with us Maybe both.

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE 3 4 T H STREET NEW YORK CITY

this store curren us again rel which ment is n a modn headed on" which at thor-

ing Comrunning newspaper

historica

ents, for

6 Muse' nta Con-

on of tha

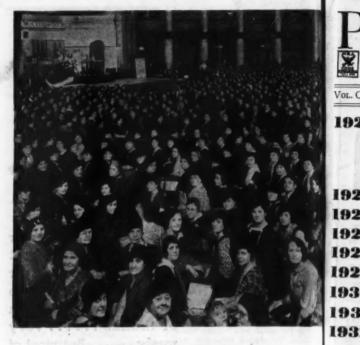
ght years ern copy

ad show 20, 1896

smarth and the

ional adarian in of man s of the fuse an

er of sale /hite Lea s been ay trade sale-alephone MEdullion 3-3500



THE CHICAGO TRIBUNE 1934 SCHOOL OF COOKERY

to be held in twelve sessions on three sides of the city, will open its doors to Chicago housewives on Tuesday, November 6. Ask a Tribune representative to give you complete details about participation in Chicago's premier event for food and grocery advertisers.

hicago Tribune

Chicago Tribune Offices: Chicago, Tribune Tower. New York, 220 E. 42nd St. Atlanta, 1825 Rhodes-Haverty Bldg. Boston, 718 Chamber of Commerce Bldg. San Francisco, 620 Kohl Bldg.

192

192 192

192

192 193 193

193